

Horry Electric Cooperative, Inc.

www.horryelectric.com

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**TO REPORT
POWER OUTAGES ONLY**
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

We want to hear from you



WE LIVE in a device-driven world. Our smartphones, tablets, laptops, and an assortment of other devices help us communicate and connect. Companies spend billions pushing out a steady drumbeat of messages and information, and we are

constantly bombarded with one-way communication. But is anyone listening on the other end?

At Horry Electric Cooperative, we are not only listening, we are eager to hear from you. Whether you text us, respond to a survey or social media post, send an email, or simply stop by and chat in person, we thrive on your feedback. Connecting with you helps us keep pace with our community's priorities and needs.

Because we are a cooperative, we have a different way of operating. Horry Electric exists to provide safe, reliable

and affordable energy to you, the members of the co-op. Equally important is our mission to enrich the lives of the members we serve. We hope you will consider us not only your energy provider and advisors, but also as a local business that supports this community and powers economic development and prosperity for the people.

We believe communication is two-way. We provide a lot of information in a variety of ways including text messaging, *South Carolina Living* magazine, several social media channels and even periodic email blasts. We ask for and invite feedback through all of those channels, as well as in person and by phone.

We also conduct The Cooperative Difference Survey each year to gather feedback so we can plan for new initiatives, technical upgrades and improvements on existing co-op programs and services. Our planning is led by local members just like you who understand the needs of the community and are looking out for the long-term interests of the larger community.

We are in the midst of significant changes in the energy sector, as technology and the drive for more renewables and a more balanced energy mix is impacting long-term planning. These are complex issues that we will be navigating in the coming years. This is why it's so important that we hear from you and other community members as we plot our course for the future. We can only improve, adapt and effectively plan for the future if we have two-way communication.

For our co-op and community to thrive now and in the future, we depend on hearing from you. I hope you will connect with us and let us know your perspective. We're listening.

Daniel B. Shelley, III

DANIEL B. SHELLEY, III
Executive Vice President and CEO

We're very social

HEC uses social media to stay in touch with members—Facebook, Twitter, Instagram, Pinterest, YouTube and Vimeo. We regularly feature our local people serving you—like Substation and Apparatus Technician Brian Johnson.



JENNIFER HARMON

two free trips. unforgettable experiences. **apply now!**



**June 20-25,
2020**

South Carolina co-ops' 2019
Youth Tour representatives
with U.S. Senator Tim Scott
of South Carolina

...are you a **high school junior?**

This trip to Washington, D.C.—with 16,000
high school juniors from across South
Carolina and the country—could be for you.



...are you a
high school sophomore?



This trip to South
Carolina's capital
could be for you.

**July 7-10,
2020**

South Carolina co-ops'
2019 Cooperative Youth
Summit representatives

Horry Electric Cooperative, Inc.

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COOPERATIVE YOUTH
SUMMIT

Applications available on horryelectric.com/youth-tour/ or in office!
Application Deadline: February 21, 2020

Get Ready to Rodeo!



The 2nd annual
South Carolina Lineman's
Rodeo

Saturday, March 21!

Hosted at
Horry Electric Cooperative
in Conway

Watch electric cooperative
linemen from across the state
demonstrate their skills in a fun,
family-friendly environment.

See you there!



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'A journey. An adventure. A passion.'

COURTESY OF KEVIN CRAVE/RICKY MARTIN

Co-op friends' non-profit Low on Dough Outdoors is 'a brand for the common person'

IT'S ALL ABOUT MIND over matter. You've got to be focused and calm. Place your finger on the trigger, take a deep breath, and pull. That's how two Horry Electric employees turned friends found their passion for hunting. Staking Technician Ricky Martin and Advanced Lineman Kevin Crave are avid hunters in their spare time. Both men started hunting with their fathers. Martin killed his first deer at six years old; Crave killed his first at 14.

Years later, they're both still as passionate about hunting as they were when they were children. A few years ago, the two men were on a hunting trip and Kevin killed an 8-point buck. Ricky started taking pictures and came up with a slogan off the top of his head. "I was

joking around and calling myself a guide service and I said, 'That's not too bad for Low on Dough Outfitters,'" says Martin.

You might ask what Low on Dough Outfitters, now Low on Dough Outdoors, is. "It's basically just a couple of guys that started hunting together," says Crave. The group started as Low on Dough Outfitters, but changed to Outdoors because some started to think the group was a guide service.

The meaning behind the name

Low on Dough, also known as LOD, is a brand for the common person. The group isn't just about hunting either; it's anything outdoors. Fishing, hunting, riding the river, it can be anything.

Most of these hobbies come with an expensive price tag, referencing the Low on Dough name. Crave mentions that the hunting industry is booming and people buy into it all the time. "The hunting

Ricky Martin (left) and Kevin Crave, wearing LOD hats, on an early morning duck hunt.

industry has become so money motivated and (Low on Dough) is basically just for people that are low on dough," says Crave.

The stigma behind the name suggests you have to be low on money, but you don't. It's the end result that the name references. "It doesn't matter if you have 10 million dollars. If you're going to be



COURTESY DAVID ANDERSON

hunting, going to be fishing and doing things outdoors, you're going to be a lot lower on dough when you get done than when you started," Martin says.

Kevin and Ricky used the name and started posting pictures of their hunting adventures on social media, causing other people to jump in. The group started to grow through hashtags on Facebook and the two head men turned Low on Dough into a brand.

Hashtags to hats

The hashtags were spreading so fast back in 2017 that Ricky and Kevin decided to design two hats that August. People started to jump all over it. "My next order was I think 20 hats and the next was 40 and every time after that I've tried to double it. I think my last order was over 300," says Crave.

Their social media influence has spread across the east coast. Both men say they see at least one person wearing their hat any time they go out of town. "I like going places and to restaurants and see someone with a hat on and I have no clue who they are. I had a buddy that went on a cruise to Saint Martin and he saw someone with an LOD hat on," Martin said.

Crave says their brand has made its way into at least 10 states. "There are people as far north as New York and Michigan, down to Florida, all the way across to Texas, up to Missouri," that are taking pictures and spreading the brand.

The 2018 Aynor All Stars boys baseball team (ages 13–14) sport their Low on Dough hats at the state championships in North Augusta.



Money in, money out

Kevin and Ricky sell their hats for 20 dollars. Their goal: to keep costs down. The group is currently a non-profit, but the men hope to someday grow into a full business. Right now, any money that comes in turns right around and goes back out to produce more orders, or goes to a better cause, like sponsorships and donations.

"We've probably contributed, I'm going to say \$3,000 to organizations. We've done ball teams. We do a lot with Ducks Unlimited, Delta, and the National Wild Turkey Federation... and that's just from hats," Crave notes.

The money donated to the big name brand groups all goes towards conservation, but the big win was donating to a coworker's son and his ball team. Horry Electric's GIS Supervisor David Anderson says Kevin and Ricky donated LOD hats to all players and coaches. "It meant a lot. The kids loved the hats and wore them the whole time. They even wore them to the state tournament," says Anderson.

More than a group

While the group continues to grow through social media, the men and women that stood behind Low on Dough when it got started are still very close. Ricky says something truly special about the group is friendship. "The group that started off with us and bought our first few hats, we've all become pretty good friends. We all still hunt together and do stuff together."

Multiple hunting trips a year are routine for Kevin, Ricky and their close friends. There are even some wives that join in on the fun. It's a fun way for the

men to reflect on how far the group has come.

Both men went on hunting trips back in November. Ricky went to Ohio, while Kevin went to Illinois. The two men are bow hunters a majority of the time, which is very different from how the two learned to hunt. It's a learning experience, but one thing Kevin and Ricky stand behind is: "Everyone has their own way and their own methods for hunting," Martin says.

"I think the best thing about us, and there are lots of people out there like us, is we don't

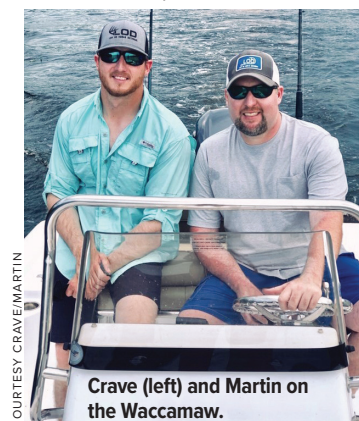
affiliate with anyone. We use the hunting equipment we want and if there's something we like, we'll mention it on social media," says Crave.

The LOD passion

Kevin and Ricky's passion for the outdoors continues to grow. They want to see more people share their photos and experiences from their outdoor adventures. To get involved, all you have to do is wear the brand and share the hashtag (#LOD). The Low on Dough Outdoors pages on Facebook and Instagram are full of people that share the same passion for the outdoors.

"If there's one thing you can say, it's that we're both passionate about hunting. I mean, you can ask my wife. She asks me all the time where my priorities are. Her or hunting? I tell her it's tight," Crave jokes.

While it is a passion for most, Ricky says it's more than a hobby. "We do it year round. If we're not hunting, we're thinking about hunting. If we're not thinking about hunting, we're working on something for next year. It's a 365-day thing."



COURTESY CRAVE/MARTIN

Take down your tree and turn it to green

HORRY ELECTRIC COOPERATIVE is co-sponsoring with the Horry County Solid Waste Authority (SWA) for the Grinding of the Greens December 26 through January 29.

When you're ready to take down your Christmas decorations, you can drop your ornament-free tree(s) at any of the 24 SWA Recycling & Convenience Centers. If you live in the city limits of Myrtle Beach, Conway, Surfside Beach, Loris or Aynor, you can place your trees on the curb for pick-up. City of North Myrtle Beach residents can do the same between January 2-20.

The SWA asks that you remove all decorations, including: lights, ornaments and tinsel. Wreaths are not accepted. All of these things can cause issues with the chipper, so double check and make sure there is nothing left on your tree.

You can help the environment through this initiative because HEC contractors will come in to grind your trees into free mulch for people to use. Contractors will normally do this mid-February.

Once all the trees have been ground, free mulch is available,



while supplies last, to all citizens at these four locations:

- ▶ **County landfill:** four miles northeast of Conway, next to SWA administrative office, 1886 Hwy 90.
- ▶ **Myrtle Beach:** 10th Avenue North Extension and 21st Avenue North Extension, behind Myrtle Waves.
- ▶ **Cherry Grove:** Public parking lot at Ocean Boulevard and Shorehaven Drive, near 19th Avenue North.
- ▶ **Crescent Beach:** Parking lot across from the J. Bryan Floyd Community Center at 1030 Possum Trot Road, North Myrtle Beach.

When going to pick up mulch, please be sure to bring your own container.



JENNIFER HARMON

Energy Advisors happy to talk to your group

NEED A SPEAKER for your next civic or church group meeting? Horry Electric's Energy Advisors are available.

Eddy Blackburn, Garrett Gasque and Ricky Lowder can highlight some energy savings tips, as well as explain the Home Energy Suite, all located on horryelectric.com.

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



\$1,500 scholarship available from HEC WIRE

A \$1,500 SCHOLARSHIP is available for co-op members and dependents of members, courtesy of Horry Electric Cooperative's chapter of the community outreach organization, Women Involved in Rural Electrification (WIRE).

The award is for one academic year for a freshman entering Coastal Carolina University or Horry-Georgetown Technical College in the fall. The recipient will receive \$750 for the first semester; they must have at least a cumulative 2.5 GPA at the end of the semester to receive the other \$750. An essay is also required.

Applications must be received by March 2.

Mail to:

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Conway, SC 29528-0119

Details: (843) 369-6323