

## Horry Electric Cooperative, Inc.

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

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



**TO REPORT  
POWER OUTAGES ONLY**  
(843) 369-2212

### BOARD OF TRUSTEES

Johnny M. Shelley  
*President*

Daniel B. Shelley, III  
*Executive Vice President and CEO*

Eugene Harriott Jr.  
*Vice President*

Ashley Anderson  
*Secretary/Treasurer*

Elaine D. Gore

Bobby E. Jordan

Franklin C. Blanton

Ronald H. Floyd

Frederick 'Freddy' Thompkins

### CO-OP ATTORNEY

Kenneth R. Moss

### CO-OP NEWS EDITOR

Jennifer A. Harmon  
[jennifer.harmon@horryelectric.com](mailto:jennifer.harmon@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

## Let's connect

Stay tuned in to all things Horry Electric



**WE LIVE IN A "CONNECTED"** world. This is more true now that it has ever been. Many people are now working remotely from their homes. So, when we think about being "connected," most of us think about technology like our smart phones and other

devices. But when you're a member of an electric co-op (that's you!), there's so much more to being part of our connected co-op community.

As a member of Horry Electric Cooperative, you help to power good in our local community through initiatives such as Operation Round Up, Bright Ideas and others that help the most vulnerable in our community. If you take a look at Page 5, you will see your co-op worked hard to provide 15 children, as well as senior citizens, with Christmas gifts.

We depend on you because you power our success. When Horry Electric does well, the community thrives because we're all connected.

### Click to connect

We greatly value our connection to you, the members we serve. We'd like to help you maximize the value you get from Horry Electric through a variety of programs and services that we offer our members. For example, when you download our free mobile app, you can monitor and manage your home energy use or pay your bill online. If you visit our website, you can access a menu of options for potential savings and more.

When you follow us on social media, you can stay up to date on power restoration efforts for major outages, co-op news, employee anniversary spotlights and more. You'll also see photos of our line crews in action and our employees helping with community service projects.

### We need your help

By connecting with us, you can get real-time updates from your co-op. That's why we want to make sure we have your most current contact information. If we can't connect with you on these platforms or in person, you could miss out on important information.

Horry Electric relies on data for nearly every aspect of our operations, and up-to-date contact information from our members helps ensure we can provide the highest level of service that you expect and deserve.

Updated contact information can even help with the power restoration process during an outage. When you call to report an outage, our automated system recognizes your phone number and matches it with your account location. Accurate information like this can help our crews get to an outage location, where they can begin searching for the problem, so necessary repairs can be made.

### Two-way communication

We hope you will connect with us whenever and wherever you can—whether that means attending our annual meeting, downloading our app or providing feedback.

Communication is a two-way street, and we are always happy to hear from our members. Horry Electric exists to serve our members, and when we're better connected to you and our local community, we're better prepared to serve you.

To update your contact information, or learn more about our co-op programs, visit [horryelectric.com](http://horryelectric.com), call (843) 369-2211, or stop by either of our offices.

*Daniel B. Shelley, III*

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

# Tis the season for giving

**“CHRISTMAS IS THE SPIRIT** of giving without a thought of getting.” That’s the perfect quote to describe how employees of Horry Electric felt about giving back to the communities we serve during December.

No matter who you are or where you live, 2020 was a rough year. We have lived and are continuing to live through a pandemic that has created hardships for so many people.

One of the Seven Cooperative Principles is Concern for Community. After a year like 2020, Horry Electric’s employees felt the least they could do is give back to the community for the holidays.

## Shop with the Co-op

Every December, high school football players from across South Carolina come to Horry County for the Touchstone



▲ Jennifer Harmon (left) and Toni Gore, Shop with the Co-op coordinators, pose with some of the gifts purchased for students and Salvation Army angels.

► Paul Partin, from HEC’s special services department, works on assembling one of the four bikes bought for the Shop with the Co-op students.

JENNIFER HARMON



JENNIFER HARMON

Energy Bowl. On the day before game day, Horry County students get paired with a player from both the North and South teams for a shopping spree.

Sadly, that didn’t happen this year. Instead, The Electric Cooperatives of South Carolina (ECSC) created “Shop with the Co-op.” ECSC sponsored two students for each cooperative to shop for. Horry Electric sponsored an additional six students. Coordinators Toni Gore and Jennifer Harmon shopped for eight students from four different schools to make sure they got the Christmas they deserved.

## Salvation Army Angel Tree

You may have noticed the iconic Salvation Army Christmas tree when you were holiday shopping. In the spirit of giving, employees voted to sponsor seven angels this year. Some were sponsored by departments; some by individual employees.

Employees also donated money to go toward buying gifts, totaling over \$250.



Horry Electric’s Susan Brown (right) and Elaine Gore, trustee, proudly display 102 shoeboxes for seniors.

Horry Electric matched that amount to donate to the Salvation Army to buy for other angels.

## Shoeboxes for Seniors

Children aren’t the only people in need of a great Christmas—adults need gifts to rip open too! District 1 Trustee Elaine Gore is the deputy director of the Horry County Council on Aging. For the Christmas season, the Council on Aging collected shoeboxes loaded with personal care items, including calendars, candy, gloves, socks, stamps, puzzle books and more.

“We had an overwhelming response to this project,” says Elaine Gore. “We needed 640 boxes and had over 1,000 come in.”

Horry Electric employees donated to this important initiative and collectively filled and wrapped 102 shoeboxes.

“As coordinator of the Horry Electric WIRE (Women Involved in Rural Electrification) chapter, I am very involved in helping our communities and our members,” says Susan Brown. “WIRE coordinates many projects during the year to help others. We were limited in 2020 due to COVID-19 restrictions, so this was a big project to reach a lot of people in our community.”

Everyone deserves to have a smile on their face at Christmastime. “During these isolated days, can you imagine seeing a beautifully wrapped box handed to you, when you expected nothing?” says Gore. “A gift may be small, but the giving of that gift is immeasurable to others.”





# Calling all high school sophomores and juniors.

## *Go virtual with us June 21–25!*

Apply now for the Virtual Youth Experience to:

- Meet with state and federal leaders
- Compete for \$5,000 scholarships
- Connect with young people from across South Carolina
- Hone your leadership skills
- Add to your resume
- Have fun and win prizes!

**Applications available:**  
**[horryelectric.com/youth-tour/](http://horryelectric.com/youth-tour/)**

**Application Deadline: February 5, 2021**



**ENGAGE**



**COLLABORATE**



**LEARN**

**Horry Electric  
Cooperative, Inc.**

A Touchstone Energy® Cooperative 

# Is H2O Select right for you?

**DO YOU LIKE THE SOUND** of money in your pocket? We'll pay you to stay in hot water! How? We offer rebates to any member looking for a new water heater that meets specific requirements.

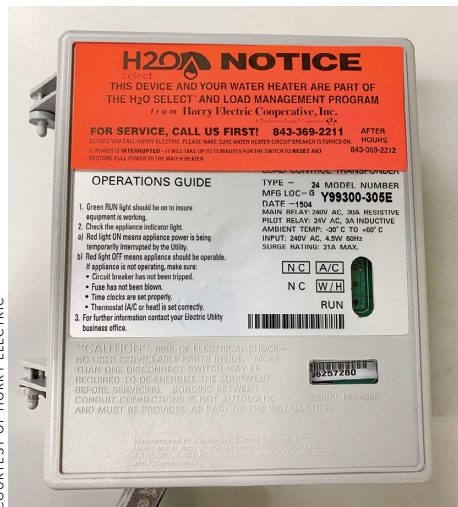
If you're installing a new electric water heater, it has to be a minimum 50-gallon tank to qualify for a \$125 rebate. If you're installing a new 80-gallon tank, you could qualify for a \$250 rebate. Rebates are issued per water heater, so if you install multiple units, that means more money for you.

Does this apply to you? Enroll in our H2O Select



program. By enrolling, members agree for Horry Electric to install a Load Control Transmitter (LCT) device on their new electric water heater. The LCT allows HEC to set control periods and modify the electric consumption by the water heater during peak times. Peak times occur when member demand for energy is at its highest, so early winter mornings or hot summer afternoons.

This may sound inconvenient but think about it this way: Horry Electric has thousands of LCTs on the system.



Horry Electric offers two types of LCTs. The DCSI LCT switch (above), is the normal switch. Wi-Fi enabled switches (top right) are also available for a limited time, while supplies last.

"When you collectively turn off thousands of water heaters via LCT, it helps the cooperative save money, and in turn, keeps members' electric bills reasonable," says Garrett Gasque, one of our Trusted Energy Advisors.

How does it save the cooperative money? Energy is most expensive during peak times. By working together to reduce our demand during peak times, we can save the cooperative and members money.

Our Beat the Peak program is another way we can reduce demand. Beat the Peak is 100% voluntary.

"This is a great program to sign up for because you can receive alerts of when a peak time is happening, giving you advance notice of when the power to your water heater would be off," says Gasque.

Visit [energysmartsc.org/peakalert/](http://energysmartsc.org/peakalert/) to sign up.

## Key requirements

Key requirements for the H2O Select program:

- ▶ The installation of a load management device by Horry Electric is a prerequisite for qualification in any incentive.
- ▶ The qualifying standards for new water heating equipment are all-electric, and ASHRAE Standard 90 or the National Appliance Efficiency Standard. (All manufacturers were required to conform to National Appliance Efficiency Standard as of January 1, 1990.)
- ▶ Minimum total tank capacity for the water heater program is 50 gallons.
- ▶ Maximum wattage for a water heater element is 4,500 watts. Electric supply wire must be grounded 10-2 AWG copper wire connected to a 30-AMP two pole breaker.

To view the full list, contact one of our Trusted Energy Advisors.

## Wi-Fi switches available

**INTERESTED** in making your water heater a smart device? We have Wi-Fi enabled load control devices (right) available.

Once the switch is installed, you can download an app and control your water heater from your fingertips. These are available while supplies last.

Any member who installs a Wi-Fi enabled switch will be entered in a drawing for one of five \$50 electric bill credits, in addition to the H2O Select program rebate.

Members must enroll in the H2O Select program and have their switch installed between Jan. 1, 2021 and 11:59 p.m. on Feb. 26, 2021 to be entered in the drawing.



COURTESY OF Horry ELECTRIC

## How to enroll

Enrolling in the program is easy. If you're not sure what tank best suits your home, call our office and ask to speak with one of our Trusted Energy Advisors.

"Once you agree to participate in our H2O Select program, contact a plumber to install your new water heater," says Ricky Lowder, senior energy management representative. "You can do it yourself but remember to keep the installation within all applicable plumbing and electrical codes."

After your new water heater is installed, contact an H2O Select representative with the model and serial number to make sure program requirements are met. Horry Electric will then dispatch an approved electrician to your home to install the required load control device and issue a check to you.





## Mark your calendars!

### Annual Meeting and Drive-Thru Registration set for 2021

**WE JUST WRAPPED UP** with 2020's Annual Meeting of Members and we're already working on the 2021 meeting. Based on feedback we received from our members during our Drive-Thru Registration and Voting days in September and what members have sent to us on social media, it sounds like the Drive-Thru was a hit. We're happy to hear our members like this method and felt it was more convenient.

Since it was so popular, and we broke our all-time record for registration, we're bringing the Drive-Thru back for 2021. Our staff and board of trustees felt this would be the safest practice as COVID-19 restrictions are still in place.

The 2021 Drive-Thru Registration for the Annual Meeting of Members will be held at our main office in Conway (pictured above).

As stated in our bylaws, we need to have registration for at least four hours on the actual business meeting day.

Drive-Thru Registration will be conducted in the same manner as it

#### Important dates to remember:

- ▶ **Monday, May 10:**  
Drive-Thru Registration  
(7 a.m. to 7 p.m.)
- ▶ **Tuesday, May 11:**  
Drive-Thru Registration  
(7 a.m. to 11 a.m.)
- ▶ **Tuesday, May 11:**  
Virtual Business Meeting (7 p.m.)

was in 2020. Members must attend registration in person in order to receive the registration gift.

As written in Section 4.07 of our Bylaws, five percent of all members registered in person shall constitute a quorum for the transaction of business at all meetings of the members.

As far as logistics go, registration traffic will be routed into our employee parking lot. Horry Electric's employees will be ready to greet you under the truck shed to complete your registration. Once you're finished, you will be directed out of the shed to continue around our parking lot to exit on Cultra Road toward Highway 501.

Mark your calendars and stay tuned! More information to come. We hope to see you there.

#### Meet 2020's Prize Winners



**Betty Stroup—**  
**Grand Prize Winner**  
  
2016 E-Z Go TXT  
Electric Golf Cart

**Lydia Hampton—**  
**1st Place**

\$400 Cash  
(Anderson  
Brothers Bank)



**Kathy Thompson—**  
**2nd Place**

\$200 Cash  
(Anderson  
Brothers Bank)

**Elizabeth McKemie—**  
**3rd Place**

\$100 Cash  
(Anderson  
Brothers Bank)





## Watch out for phone scammers

**SCAMS HAPPEN DAILY.** It doesn't matter who you are or how much money you make, scammers are always ready to take advantage of you. The past several months have been no exception. 2020 brought about a year of hardships, both personal and financial, for so many people. Sadly, times like these create an opportunity for scammers. When scammers think people are vulnerable, they exploit that vulnerability by using debt and the threat of power disconnection.

Phone scams are probably the most common scams we hear about from our members. You get a call from a number that looks like it could be Horry Electric. The scammer will claim you have a past due balance and threaten disconnection if you don't pay the bill immediately. This should be an immediate red flag for you.

If your balance is subject to disconnection for nonpayment, Horry Electric will either send an automated call, mail a delinquent statement, text, or email members, depending on member account settings, before disconnection. The best way to stay on top of a scam like this is to be aware of your account status. Never give your banking or personal information over the phone to someone you did not call.

Another red flag to keep in mind is our member service representatives do not personally call members requesting



Colby Hunsucker, senior member service representative, assists a member on the phone.

payments and they do not take payments over the phone. Members can only pay by phone by calling our automated payment system.

If you ever have a question or concern about your account or electric bill, you can verify your balance using the MyEnergy Online portal, the HEC mobile app, or by calling our office directly at (843) 369-2211. Do not use any sort of phone number or transfer option given to you by the person who called claiming to be an employee of Horry Electric.

If you happen to receive a questionable call, be sure to let us know. When we get multiple reports of possible scams, we like to warn our members on social media that a call is circulating. Looking out for our members is something we take pride in and we're always here to help.

JENNIFER HARMON

## New year, new ways to save

**IS SAVING MONEY** on your list of 2021 New Year's resolutions? You can go ahead and check that one off, because Horry Electric Cooperative gives you great ways to save on products, entertainment, travel and healthcare.

The Co-op Connections card and mobile app is a money-saving tool that connects you with discounts at home and anywhere you go on everything

from hotel stays to prescription drugs. You can earn up to 20% cash back at thousands of online retailers like Amazon.com and Walmart.com. Get the best deals on lodging, flights, car rentals and theme parks. Experience savings on restaurants, golf, automotive and movies with neighborhood and national retailers. You can even save on concerts, sporting events and theater tickets.

The pharmacy discount has been widely used by members of Horry Electric Cooperative, resulting in savings of nearly \$157,000 on prescriptions. Members have saved nearly \$8,000 this year. Save 10% to 85% on most prescriptions at over 60,000 pharmacies including CVS, Walgreens, Target and many more. Just present your card to save an average of

46% at locations nationwide.

The health savings don't stop there. You can also save on hearing aids, lab testing, dental, vision and diabetic needs. Even if you have insurance, present both cards at the pharmacy to receive the lowest price, immediate family included.

Accessing the savings is easy. If you don't already have a card you can print one out from the website. The cutting-edge mobile app is compatible with Androids, iPhones and iPads. Just download the Co-op Connections app and take the discounts with you on the go. It will even locate the deals nearest you.

Visit [connections.coop](https://connections.coop) to find out more and connect to a card that will help you save and live healthier every day, all year long.



COURTESY OF TOUCHSTONE ENERGY