

## Horry Electric Cooperative, Inc.

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

### Main Office

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

**Conway Office: 369-2211**

**Socastee Office: 650-7530**



(to report power outages only)

**369-2212**

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### Co-op Connection Editor

Penelope D. Hinson  
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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

## Weather matters

### Minimizing movement of conditioned air to cut costs

**ELECTRIC BILLS VARY** with the seasons, driven by weather and patterns of use. Weather matters.

When it is cool outdoors, family members in general want the house to be warm and toasty. When it is warm outside, air conditioners have to work extra hard to keep things nice and cool.

### Contributing factors nothing new

Before coming to Horry Electric in 1995, I worked for 23 years in the energy management area at a sister cooperative here in South Carolina. As I told members at that co-op back in 1973, just how much weather impacts your electric bill depends on several different factors. Those same factors apply to conversations we have with members at Horry Electric today.



The original construction materials used to build a home, insulation and air leaks are the primary contributing factors. Personal comfort plays a role too, as does the difference between the thermostat setting inside and temperatures outdoors.

### Heat loss and gain

When a home stays at 68 degrees Fahrenheit, but the outdoor temperature varies below freezing in winter to more than 100 degrees on a muggy summer day, demand for heating and cooling can be significant. Cooled air leaving a home essentially wastes the money spent to cool it and the same is true for air you use energy to warm.

R-value offers a way of measuring

insulation's effectiveness. The higher the R-value, the more effective. For example, on a 28-degree day, heat loss from a home with the thermostat set at 68 degrees could hit 2,464 Btu per hour even through an 80 ft. x 10 ft. exterior wall packed with R-13 insulation. Reverse that situation on a scorching day—100 degrees outside—and heat gain indoors will still reach 2,464 Btu per hour.

### We offer information and tools

The energy management team at Horry Electric has put together a wide variety of online energy information and tools to help guide members through evaluating the way they use energy. They also have the training and expertise to help members map out a strategy to get more out of hard-earned dollars spent on energy.

As you'll read on page 20D, our team of energy advisors is ready and available to speak to civic and church groups about energy efficiency and would be more than glad to demonstrate the tools provided on [horryelectric.com](http://horryelectric.com) and [TogetherWeSave.com](http://TogetherWeSave.com). All you have to do is pick up the phone and call to schedule a convenient time.

The year of 2012 is proving to be an active one and, as always, we'll be keeping you informed and updated through this publication, as well as through the various social media outlets we use to communicate with members.

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

## Sweet deals through Co-op Connections

### Co-op Connections® Card

#### Horry Electric Cooperative, Inc.

Your Touchstone Energy® Partner 



Co-op Connections is your source for exceptional discount offers.

**THE LIST OF** local businesses participating in the Co-op Connections Discount Card program continues to grow! We hope you'll take advantage of the deals being offered exclusively to members of Horry Electric and the other participating Touchstone Energy Cooperatives.

► **Black Bear Golf Club**, located at 2650 Highway 9 West in Longs is offering Co-op Connections Cardholders the opportunity to play year-round for \$42. All locals receive a \$10 OFF discount with proper ID. You must book at least 48 hours in advance of playing. For details, call (843) 756-0550 or visit them online [classicgolfgroup.com](http://classicgolfgroup.com).

► **Breakroom Billiards & Sports Bar**, located at 1871 Highway 544 in Conway, is offering a 10 percent discount to Co-op Connections Cardholders for 18 holes on the Golf Simulator. For details, call (843) 234-1802.

► **Stricklands Plumbing** can take care of all your plumbing repairs. They also install water heaters. Co-op

Connections Cardholders qualify for a 10 percent discount on labor just by showing their card. For details, or to schedule an appointment, call (843) 457-6544.

► **Sam's Club-Myrtle Beach** is offering a \$10 or \$25 gift card with new or renewal membership fees to Co-op Connections Cardholders. Located on Mr. Joe White Avenue in Myrtle Beach, Sam's Club is an investment that more than pays for itself. For details, call (843) 448-3887 or visit them online [samsclub.com](http://samsclub.com).

► **Blanton Building Supplies**, located on Broad Street in Loris, is offering 5 percent off total purchases to Co-op Connections Cardholders. They offer everything from lumber, windows and doors, ventilators, tubs, shingles, power tools, paint, hardware and more! Open Monday through Friday from 7:30 a.m. to 4:30 p.m. and on Saturdays from 8 a.m. until noon, you can visit the store or call for details, (843) 756-9816. They also offer free delivery!

► **Inn D'Vine @ Grapefull**

**Sisters Vineyard**, located just minutes from the NC/SC beaches, Calabash and the Grand Strand shows and entertainment, is offering the third night FREE with the purchase of two nights' stay. The Inn features 3 bedrooms with private baths. King-size beds, hardwood floors, sauna showers, European soaking tubs and large, spacious porches. For details, call (910) 653-2944 or visit them online at [grapefullsistersvineyard.com](http://grapefullsistersvineyard.com).

► **A Plus Pest Control** is offering a \$50 one-time service or a 10 percent discount on an Annual Service Agreement to Co-op Connections Cardholders. Reliable, safe, effective and affordable! Located on Dick Pond Road in Myrtle Beach, you can find out more by calling them at (843) 602-4765 or visit them online at [apluspestmb.com](http://apluspestmb.com).

► **Bay Village Flea Market**, located on Church Street in Conway, is offering a two-for-one deal on booth rentals to Co-op Connections Cardholders. For details, call (843) 369-2800 or visit them online,

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

► **Beach Bikes and Auto**, located on Broadway Street in Myrtle Beach, is offering a 10 percent discount on parts, accessories and service to Co-op Connections Cardholders. They carry Schwinn, Sun, Raleigh, Diamond Back, GT, Haro, Phat Cycles and Biria, and all types of cycles including BMX, Mountain, Cruisers, Youth, Road, Cross/Hybrid, Comfort, Adult Trikes, Recumbents, Unicycles, and more. Test rides are free. For details, call (843) 448-5335 or visit them online, [beachbikeshop.com](http://beachbikeshop.com).

► **Palmetto Impressions**, located in Conway, is offering a 5 percent discount on any order to Co-op Connections Cardholders. No other discounts apply. You have to mention the discount at the time the order is placed in order to qualify. For details, call (843) 347-4114 or visit them online, [palmettoimpressions.com](http://palmettoimpressions.com). They can personally show you how to use custom-imprinted products to effectively promote your company, team or club.

### Lost your card?

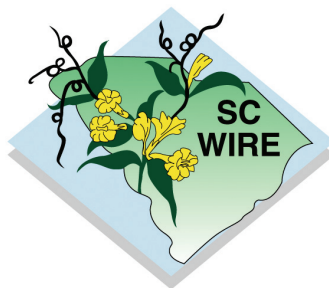
#### Just print a new one!

If you lose your Co-op Connections card, just log on to [Connections.coop](http://Connections.coop) and click on 'Pharmacy Discount' on the left. You'll link to a page where you can type in your name, select Horry Electric Cooperative, then print a paper card that participating businesses and pharmacies will accept.

Your Co-op Connections card is good for 10 to 60 percent discounts on prescription drugs at more than 60,000 national and regional pharmacy chain stores, including CVS, Walgreens, Walmart and Target. Check out the additional participating local businesses at [horryelectric.com](http://horryelectric.com).



## 2012 WIRE Jenny Ballard Opportunity Scholarship



**WOMEN INVOLVED IN** Rural Electrification (WIRE) is a statewide community service organization established in 1981 through the Electric Cooperatives of South Carolina, Inc.

Each year, the group solicits applications from women who may not have been able to attend college when they graduated from high school, but who now want to further their education.

"From among the pool of candidates of electric cooperative members across South Carolina, one lucky woman will be awarded a \$2,500 one-time scholarship," says Susan

Brown, executive assistant and coordinator of the WIRE group at Horry Electric Cooperative. "Last year, the recipient of the scholarship was Lisa Duvall, who is a member of Horry Electric."

The WIRE Jenny Ballard Opportunity Scholarship is designed to help women who are out on their own, working a job, taking care of a family, to have a chance to improve their future through education. This scholarship is awarded based on financial need and personal goals.

Applicants for the scholarship must be a member of a South Carolina

electric cooperative; must have graduated from high school or have earned their GED at least 10 years ago; must obtain acceptance into an accredited South Carolina college or university and must demonstrate financial need. Please note, proof of registration/enrollment may be requested. Women who have previously obtained a four-year college degree are not eligible. Applicants may have previously earned a two-year degree or some college credits.

### The 2012 WIRE Scholarship Application deadline is June 1

Applicants may send completed applications via mail or fax to Susan Brown, Horry Electric's WIRE coordinator, OR directly to the WIRE Scholarship Committee.

The winner will receive the scholarship for the fall 2012 or spring 2013 school semester, and it must be used during the specified time frame. The scholarship will be paid jointly to the winner and the college of her choice.

#### **Susan Brown**

Horry Electric Cooperative, Inc.  
PO Box 119  
Conway, South Carolina 29528  
Fax: (843) 369-6040

#### **WIRE Scholarship Committee**

Attention: *Christy Overstreet*  
Marlboro Electric Cooperative, Inc.  
PO Box 1057  
Bennettsville, South Carolina 29512  
Fax: (843) 479-8990

#### **About WIRE**

WIRE was created as a nonprofit organization to foster interest in and understanding of the rural electric program and to improve the quality of life in rural areas.

The efforts of WIRE members go beyond scholarships and fundraising to touch the lives of many people across the Palmetto State.

## Horry Electric Cooperative, Inc.

### **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 compliance efforts is Abigail Lewis, human resources coordinator. Any individual, or specific class of individuals, who feels that this organization has subjected them to discrimination may obtain further information about the statutes and regulations listed above from and/or file a written complaint with this organization; or write USDA, director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410; or call, toll free, (866) 632-9992 (voice). TDD users can contact USDA through local relay or the Federal relay at (800) 877-8399 (TDD) or (866) 377-8642 (relay voice users). USDA is an equal opportunity provider and employer. Complaints must be filed within 180 days after the alleged discrimination. Confidentiality will be maintained to the extent possible.



Your Touchstone Energy® Partner



## Horry Electric Cooperative, Inc.

Small change changes lives



Through Operation Round Up, members of Horry Electric Cooperative have the unique opportunity to participate in an innovative program that provides funding for all kinds of worthy projects here in Horry County.

The bills of participating co-op consumers are rounded to the next-highest dollar each month. The extra cents we collect from each participant goes into the Operation Round Up fund. The average amount contributed by each person in a year is about \$6.

Because we're a Touchstone Energy Partner, we believe it's only right that we should work for positive change within the communities we serve.

Contributions to Operation Round Up are tax deductible. For details, visit [horryelectric.com](http://horryelectric.com) or call us at 369-2211.



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## Insulation installation

Itching to improve your home's energy efficiency? Read this first!



BLUE GRASS ENERGY

**WHEN TACKLING** home insulation installation on your own, safety should be top of mind. Follow these tips from the North American Insulation Manufacturers Association on safe insulation installation practices.

- ▶ **Wear appropriate clothing**  
To reduce the chances of skin irritation, wear a head cover, gloves, and loose-fitting, long-sleeved, long-legged clothing.
- ▶ **Wear proper personal protective equipment**  
Safety glasses and respiratory protection may be necessary, depending on your work environment. The U.S. Occupational Health and Safety Association offers guidelines in its Respiratory Protection Standard that may be helpful.
- ▶ **Take care if fibers get on your skin or eyes**  
If insulation fibers collect on your skin, don't rub and scratch or remove with compressed air. Instead, lay tape, adhesive-side down, and then remove it gently, so the fibers are pulled from

**It's important to keep a safe working environment when installing insulation yourself—especially when your workspace adjoins with living space, such as in an attic.**

the skin. If fibers get in your eyes, never rub—flush with water or eyewash solution. Contact your doctor if you have continued irritation.

- ▶ **Keep dust to a minimum**  
Leave the materials in packaging for as long as possible. Use tools that create the least amount of dust; power tools should have dust-collection devices. Put scrap materials in the trash and don't let equipment wander too far from the work site.
- ▶ **Maintain adequate ventilation**  
Determine whether your work site needs a dust-collection system. Also, exhausted air containing fibers should be filtered before being recirculated into inside workspaces. Finally, ventilation systems used to capture fibers should be regularly checked.

Visit [horryelectric.com](http://horryelectric.com) for more energy and safety tips. Save safely!



# Be prepared for dangerous weather anytime of the year.

**Follow these tips and play it safe around electricity.**



## **Storms**

- Stay indoors, away from windows and doors.
- Unplug electronic equipment before the storm arrives and avoid contact with electrical equipment or cords during storms.
- If you lose power, call Horry Electric's Power Touch at 1-843-369-2212 to report the outage.



## **Generators**

- Never plug a portable electric generator into a regular household outlet. Always use the proper power cords.
- Never use a generator indoors or in an attached garage.
- To avoid electrical shock, make sure your generator is properly grounded.

*Visit [www.horryelectric.com](http://www.horryelectric.com) for more electrical safety tips.*

## **Horry Electric Cooperative, Inc.**

Your Touchstone Energy® Partner 

CONWAY: 843-369-2211 MYRTLE BEACH: 843-650-7530

## Dial 811 for underground locates

**WHAT IS 811?** It is the national number designated by the Federal Communications Commission to help protect do-it-yourselfers, landscapers and contractors from unintentionally hitting underground utility lines while working on digging projects—large and small.

► **Why call 811?** South Carolina Law requires a 72-hour notice (three working days) before you excavate. Why? In order to reduce and/or prevent dig-ins. A dig-in can cause death or injury, damage to public or private property and loss or interruption of services.

► **Who will I get at 811?** In the area served by Horry Electric Cooperative, you'll be connected with PUPS (The Palmetto Utility Protection Service, Inc.). PUPS is a corporation formed and funded by participating utility companies hoping to improve community and job safety, and to promote improved service through damage reduction to utilities.

► **What happens when I call PUPS?** The computerized notification center will establish a computer link between those who dig underground and those who operate underground facilities.

The service is FREE and one call does it all, as long as all of the utilities involved are members of PUPS.

When your call is answered, be prepared to provide the following information:

- Telephone number
- Name of caller
- County and city
- Address or job location
- Start date and time
- Type of work
- Contractor
- Contractor address

**Whether you are planning to do it yourself or hire a professional, smart digging means calling 811 before each job.**

Homeowners often make risky assumptions about whether or not they should get their utility lines marked, but every digging job requires a call—even small projects like planting trees and shrubs. The depth of utility lines varies, and there may be multiple utility lines in a common area. Digging

without calling can disrupt service to an entire neighborhood, harm you and those around you and potentially result in fines and repair costs. Calling 811 before every digging job gets your underground utility lines marked for free and helps prevent undesired consequences.

Having lines located before you dig can save you:

- Costly repairs to damaged pipes, lines, etc.
- Delays in construction
- Wasted crew time
- Personal injury or property damage

The alternate phone number for PUPS is 1-888-721-7877. A link to their site is provided on [horryelectric.com](http://horryelectric.com). ☎



**Know what's below.  
Call before you dig.**

## Energy advisors available

Horry Electric's team of energy advisors is ready and available to speak to civic and church groups. "We 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, Billing*Insights*, MyUsage.com 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 groups in the past several weeks and received positive feedback from attendees after both meetings," 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, recently presented a program to members of Green Sea Baptist Church. "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](mailto:toni.gore@horryelectric.com).

