

Horry Electric Cooperative, Inc.

www.horryelectric.com

Main Office

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



(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

Managing energy costs

New program helps all members save money

MONITORING AND CONTROLLING the load on the Horry Electric system is mission critical. Since the '80s, we've



been proactively managing load through voltage reduction at our substations. We go into what we call "load control" when the peak demand for electricity hits.

When the demand for electricity rises, so do the costs. When we have to purchase large amounts of energy during peak periods over the course of the year, it puts upward pressure on electricity rates the co-op and our members pay.

Successfully "beating the peak" can save a significant amount of money by keeping wholesale power costs low and stable.

Water heater load-control helps

The two water heater programs we offer members are another way in which we control load on the system. We currently have 5,501 members allowing us to control their water heater during peak times. Through that effort, we're able to shave more than 2,200 kilowatts of peak load per peak incident during summer months and more than 3,800 kilowatts of load per peak incident during winter months.

Because the water heaters being controlled are large-capacity, energy-efficient storage units, participants never even notice their water heater has been turned off for the short period of time it takes to reduce load.

You can help!

In September, we launched a new initiative called Beat the Peak. We made the announcement in the



October edition of the magazine, but the news was overshadowed by Hurricane Matthew. The message bears repeating. We want 100-percent participation from our members.

We're doing a pretty successful job. Participating is easy. All you have to do is visit energysmartsc.org/beat-the-peak/# and sign up to receive Beat the Peak alerts by text message, email or phone. When you get an alert, all you have to do is make a conscious effort to shift energy use to times of the day outside of typical peak energy-use hours of 6-9 a.m. in the winter and 3-8 p.m. in the summer.

With the Beat the Peak program, we're not asking you to stop using individual appliances altogether, we're asking you to just use them during times when the demand for electricity is not high.

Shifting energy use to different hours of the day will help hold down everyone's costs. If we can work together, it's a win-win for all members and your co-op!

For more information on Beat the Peak and any of our other programs, please visit us at horryelectric.com or call us at (843) 369-2211. We're excited about this new program and hope you will join us in our effort to Beat the Peak!

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

You can help Beat the Peak

YOUR COOPERATIVE is encouraging members to help Beat the Peak. It's a free and voluntary effort to help control energy costs for all members.

Through Beat the Peak, members of the co-op can sign-up to receive alerts asking them to reduce their energy usage during critical periods when wholesale electricity prices spike. These times, known in the industry as "peak demand," are when requirements for electricity are the highest, such as during some hot summer afternoons or cold winter mornings. As with most commodities, when the demand for electricity rises, so do the costs.

When the cooperative purchases large amounts of energy during these peak periods over the course of a year, it puts upward pressure on the electricity rates the co-op and its member-owners pay.

Shifting energy use

"As our CEO explained in his column, the idea behind Beat the Peak is to shift energy consumption from times when demand is highest," said Reed Cooper, manager of engineering for

Horry Electric Cooperative. "Not just potentially, this effort WILL save the cooperative and its member-owners significant money over time by keeping the wholesale power costs low and stable."

When Horry Electric's staff determines that a peak energy use period is coming, the co-op will issue a Beat the Peak alert to program participants. On the website EnergySmartSC.org, members can select to receive the alerts

by text message, email or phone call. Horry Electric will also alert members on the co-op's Facebook page and via Twitter.

Easy member action

During a Beat the Peak period, which will typically last only a few hours, Horry Electric's members will be encouraged to reduce use of power-intensive activities. These are a few of the actions members can take:

- ▶ Adjust thermostats by 3 degrees—moving higher during summer afternoons and evenings and lower during mornings in the winter.
- ▶ Delay activities that require hot water, such as washing clothes, taking showers, or washing dishes.
- ▶ Postpone using heavy appliances, like clothes dryers and ovens.

"The important thing is that we are not asking our members to altogether stop using certain appliances," Cooper says. "We want to get them to consider shifting their use to different hours of the day to help hold down everyone's costs, creating a win-win for all members and their co-op."



HOW TO BEAT THE PEAK

To participate in the program:

- ▶ Go to the website EnergySmartSC.org
- ▶ Enter your contact information
- ▶ Select the ways you wish to be notified: email, text message or voice message by phone
- ▶ When you receive a Beat the Peak message, follow the actions for a few hours

DO YOU GET THE MESSAGE?

Sign up today
and help
Beat the Peak.



We'll send you a message when we expect heavy electricity use. You can save energy—and help us all save money—if we reduce peak power use.

On "peak" days, we'll contact you via your choice:

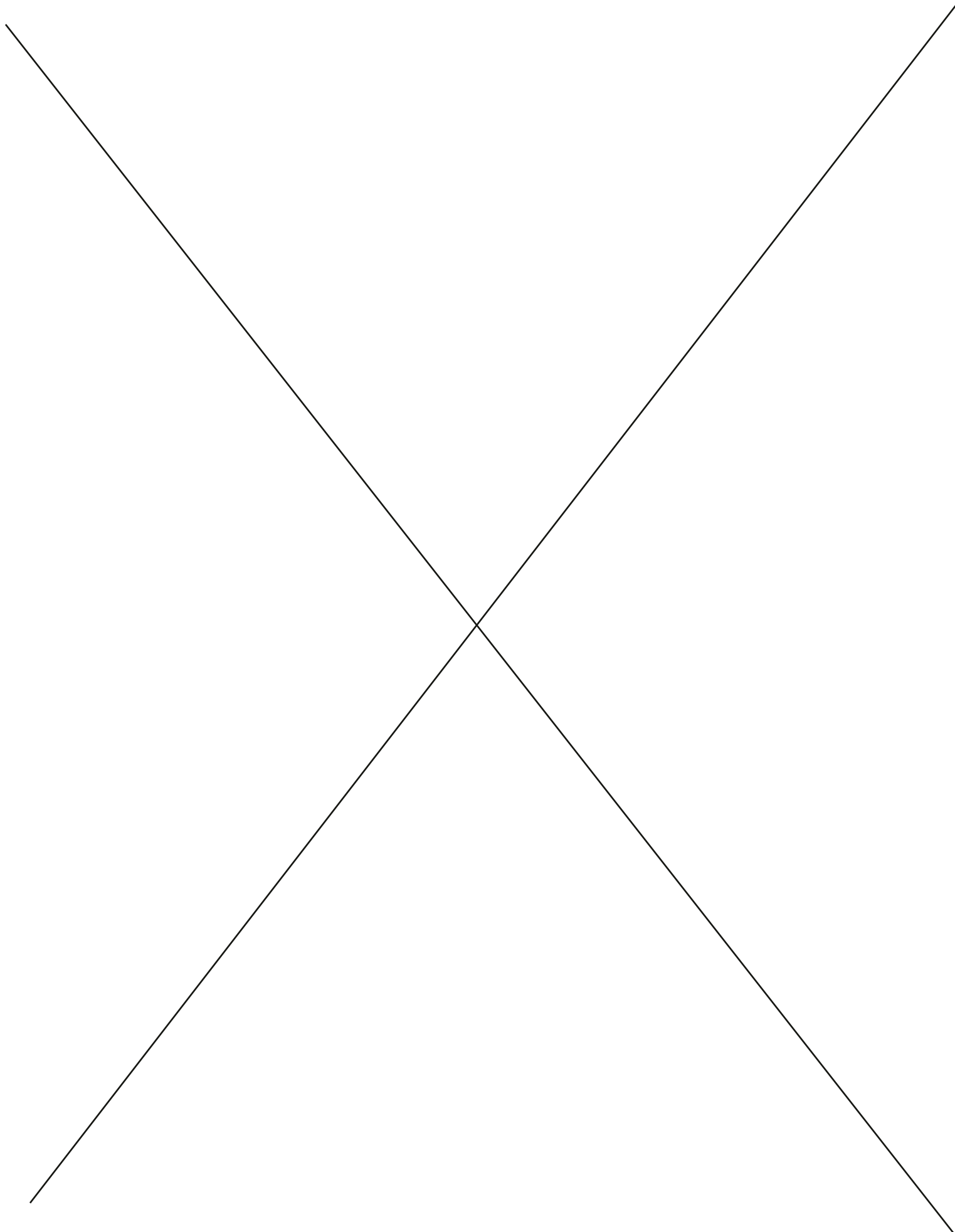


LET'S SAVE ENERGY—TOGETHER.



Watch our video
to learn more.

EnergySmartSC.org



Co-op Connections® Card: By the Numbers

\$17,633,064.82

Saved on prescriptions by
S.C. co-op members since 2007



**You've saved
more than \$842,640!**

MEMBERS OF HORRY ELECTRIC and other Touchstone Energy Cooperatives in South Carolina saved \$1,286,339.92 on prescriptions last year by using their Co-op Connections discount cards.

That's just part of the grand total of \$17,633,064.82 saved by S.C. co-op members since 2007, according to Touchstone Energy, the co-op alliance that coordinates the discount card program and other member benefits such as TogetherWeSave.com. Horry members, who pocketed \$51,558.17 in Rx savings during 2016, have now saved more than \$842,640 since the co-op connected with Co-op Connections in 2009.

The discount card program also features other Healthy Savings Discounts, helping members save on vision, dental, imaging and other health-care services. The prescription-drug benefit entitles Horry Electric members to discounts ranging from 10 to 85 percent off the cost of prescription drugs at more than 60,000 national pharmacy locations, including CVS, Walgreens, Wal-Mart, and Target. More than 100 pharmacies in and around Horry Electric's service area participate. ☺

To find pharmacies that honor the Co-op Connections card, go to HorryElectric.com, click on the Co-op Connections card image to go to Connections.coop. Look under Healthy Savings Discounts and use the Locate Providers feature. Lost your card? No problem! Just print a new one from the website.



Their lucky day

Aleigha Thompkins, 4, and her brother Tres, 7, play basketball on Friday, Feb. 13—a lucky day for kids who wanted to get out and play. Temperatures reached 75 in Conway. Aleigha and Tres are the children of Horry Electric members Charlotte and Jimm Thompson.

WALTER ALLREAD

If meters could talk

I'VE BEEN ACCUSED of everything in the book. Some say I run when nothing is operating in the house. Others say I make too much noise. Some even believe I run at outrageous speeds.

I'm really a very capable guy. I am one of the most accurate measuring devices in modern times. I work day and night, and I don't have any type of feelings (good or bad) toward anyone.

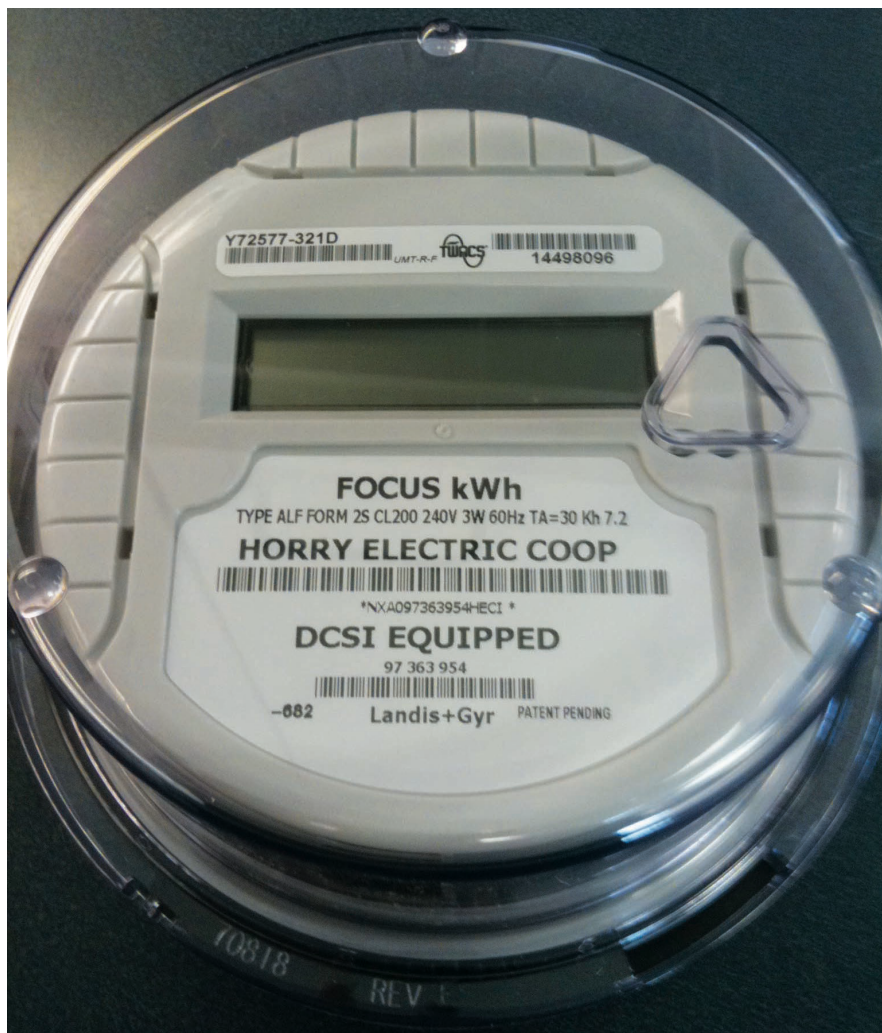
I only do my job of keeping track of how much electricity is used. Sometimes because of a loose seal around my face, I get dirty and begin to slow down because of the added weight of the dirt. Once in a while, I get struck by lightning and stop dead.

I just can't understand it. My cousin (a gasoline meter) never gets blamed for poor gasoline mileage in the family car. Maybe it is because I'm keeping track of something that you can't really see or smell. Plus, I'm registering what is being used and, unless you're on the Advance Pay program, a bill for the services goes out after the fact. My cousin requires payment up front, and then you can use the gas he dispenses.

Some families use more hot water, cook more and entertain more. Some people take showers, others tub baths—and some only take them once a week or less. Others have only one hot meal a day, and some have as many as three hot meals, which uses more electricity.

Even if all the appliances in homes were exactly the same, people's living habits would make the difference. Don't get me started on bad house wiring—which makes me run at terrific speed.

Sometimes, I'm really depressed. I work tirelessly, and I do a good job. Still, I'm the object of a lot of criticism. But, when most people think it over, they usually begin to realize that I do my job well, and that electricity is the cheapest servant to be found.



I'm not a crook at all. I only record the amount of work being done by the electronics plugged in and being used in and around my place. If you really want to see the impact those things have on me, come out and read me each day. Better yet, sign up for **MyEnergy Online**.

I can't really talk, but I can communicate and have a lot of information to share with you about your individual energy use through **MyEnergy Online**. You'll be able to watch my activity daily; get historical

billing data and take a look at the energy-use history for your home. You can even analyze your bill and get energy tips and sign up for a variety

of alerts, including a 'high use' alert that can be delivered by text, email or push notification! **MyEnergy Online** is a free

service, and you'll be amazed at the information I can provide to help you save energy and some money.

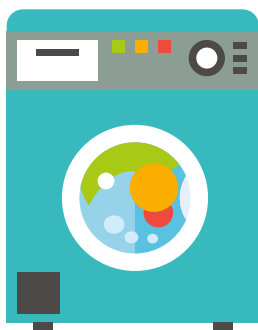
Questions about how to get signed up to keep an eye on me with **MyEnergy Online**? Call (843) 369-2211.



ENERGY STAR

Buyers Guide

Purchasing **ENERGY STAR**-certified appliances and electronics is a great way to save energy in your home. But how do you choose the right product? It depends on your energy-saving goals *and* how you use energy in your home.



Do you wash multiple loads of laundry each week? Investing in an ENERGY STAR-certified washer could save you around \$45 on your utility bill each year. Some of the top-rated ENERGY STAR-certified large washers come from LG and Samsung. Visit ENERGY STAR's "Most Efficient 2016" page to learn more.



Home computers can use a shocking amount of energy each year. If all computers in the U.S. were ENERGY STAR certified, we would save more than \$1 billion in energy costs per year. If you can't buy an ENERGY STAR-certified computer, consider updating the power management setting on your computer. Visit energystar.gov/products/office_equipment/computers.



The larger TVs get, the more energy they use. But ENERGY STAR-certified TVs are, on average, 25% more efficient than conventional models. LG, Samsung and Vizio make the list of ENERGY STAR's most efficient 2016 TVs.

There are many different types of ENERGY STAR-certified products, including:

- Air purifiers
- Roof products
- Set-top boxes and cable boxes
- Decorative light strands
- Data center storage
- Pool pumps
- Vending machines
- Dehumidifiers

Learn more about **ENERGY STAR** products.
Visit energystar.gov/products

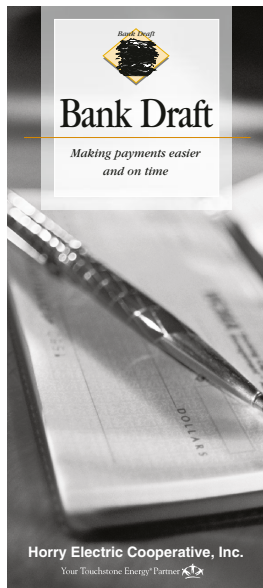
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A Touchstone Energy® Cooperative



You've never had so many convenient ways to pay your co-op bill!

HORRY ELECTRIC offers a variety of convenient and easy payment options.



Bank Draft: The easiest, most convenient and least expensive way to do business with HEC is Bank Draft. You will receive a bill each month stating your charges, but instead of having to write a check, your payment is automatically drafted from your account!

By mail: Mail your check or money order, along with your payment stub, to us at: Horry Electric Cooperative, P.O. Box 119, Conway, SC 29528-0119.

In person: Pay with cash, personal check, money order or cashier's check at our Conway office, 2774 Cultra Road, or our Socastee office, 5889 Highway

707, during business hours, 8 a.m.-5 p.m. Monday-Friday.

By phone: Dial (843) 369-2211 and listen carefully to the menu options to access your account or to pay by credit card. Transactions are processed through Southeastern Data Cooperative (SEDC). Transaction fees apply.

MyEnergy Online: You'll need your account number and password to log into the system to view your account and make a payment online. All transactions are processed through SEDC.

**MyEnergy
@online**

Transaction fees apply. With MyEnergy Online, you can also use our Mobile Apps and Mobile Web App. Get the details at HorryElectric.com.

Payments made online through financial institutions are also accepted; however, be aware that these payments do not post immediately.

Don't forget these conveniently located HEC pay stations at banks in Horry County

Anderson Brothers Bank

- ▶ 2651 Church St., Conway
- ▶ 500 Main St., Conway
- ▶ 71 Cloverleaf Drive, Longs
- ▶ 302 Hwy. 701 North, Loris
- ▶ 4230 E. Main St., Loris
- ▶ 1799 Hwy. 17 N, North Myrtle Beach
- ▶ 617 8th Ave., Aynor
- ▶ 4705 Oleander Dr., Myrtle Beach

Hours: 8:30 a.m.-5 p.m. Monday-Thursday, 8:30 a.m.-5 p.m., 8:30 a.m.-5:30 p.m. Friday.

Conway National Bank

- ▶ 2605 Highway 501 E., Aynor
- ▶ 1360 Highway 501, Conway (Red Hill)
- ▶ 2380 Hwy. 9 E. in Longs (intersection of Hwys. 9 and 57/Little River)
- ▶ 110 Highway 17 N., North Myrtle Beach
- ▶ 2810 Church St., west Conway
- ▶ 9726 Hwy. 17 N., Myrtle Beach (Northside)

- ▶ 1353 21st Avenue N., Myrtle Beach
- ▶ 10608 Ocean Hwy., Pawleys Island
- ▶ 4345 Hwy. 17 Bypass, Murrells Inlet
- ▶ 425 Hwy. 17 & 5th Ave. North, Surfside Beach
- ▶ Highway 17 Bypass S./3591 Northgate Dr., Myrtle Beach (Socastee)
- ▶ 2601 Main St., north Conway
- ▶ 1411 Fourth Ave., Conway (Conway Banking Office)
- ▶ 309 Main St., Conway (downtown)

Hours: 8:30 a.m.-5 p.m. Monday-Thursday, 8:30 a.m.-6 p.m. Friday.

Horry County State Bank

- ▶ 5009 Broad St., Loris
- ▶ 3187 Hwy. 9 East, Little River
- ▶ 5264 Hwy. 9, Green Sea
- ▶ 1300 Second Ave., Conway

Hours: 9 a.m.-5 p.m. Monday-Friday; drive-through service available 8:30 a.m.-5 p.m. Monday-Friday.

When using a pay station, you must present your payment stub along with your payment. You will be required to pay at least the balance due. No partial payments will be accepted or processed.



In addition to the conveniently located pay stations scattered throughout the county, Horry Electric still offers drive-through service to members at both office locations. Kolton Wade, member services representative, is one of the smiling faces you might see if you visit the office on Cultra Road.