

## 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**

### Board of Trustees

Johnny M. Shelley  
*President*

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

Eugene Harriott, Jr.  
*Vice President*

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Bobby E. Jordan

Franklin C. Blanton

Ronald H. Floyd

Henry W. Boyd

Frederick 'Freddy' Thompkins

### Co-op Connection Editor

Penelope D. Hinson  
[penelope.hinson@horryelectric.com](mailto:penelope.hinson@horryelectric.com)

**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

## New card, more benefits coming to Horry Electric members

**OUR CO-OP** Connections program is now saving members even more. The card that offers discounts at dozens of



local retailers and has saved Horry Electric members more than \$429,287.99 on prescription medications is now offering members significant savings on lab and imaging services, chiropractic, dental, vision and hearing care.

Be sure to look in the center of next month's *South Carolina Living*. New Co-op Connections cards will be included there. In the meantime, you can also print your own cards at [HealthySavings.coop](http://HealthySavings.coop). This brand-new benefit is part of a commitment to help members save money during challenging economic times.

The Healthy Savings Discounts package will help members stretch their paychecks and underscore that Horry Electric Cooperative is always looking out for its members. To locate providers that participate in the Healthy Savings Discounts program, call (800) 800-7616 with your card handy or visit [HealthySavings.coop](http://HealthySavings.coop). Savings examples include 10 to 60 percent off eyeglasses, contact lenses and eye exams; 20 to 40 percent discounts on a range of dental care services; and 30 percent off chiropractic treatments.

Many insurance plans do not include provisions for dental, hearing and vision care. With the new Healthy Savings Discounts, Horry Electric members get no-cost access to five discounted health benefit areas: vision, dental, hearing, lab imaging and

chiropractic care.

Detailed information on available savings and how to take advantage of the entire Healthy Savings Discounts package is posted at [HealthySavings.coop](http://HealthySavings.coop). If you do not have access to the Internet, please call (843) 369-2211 and ask to speak to Toni Gore, Horry Electric's local coordinator for the Co-op Connections program.

### See you April 3

This edition of *South Carolina Living* includes all of the details you need to prepare for the Annual Meeting of Members. Watch for your official registration postcard to arrive in the mail at the end of the month. Please remember that only members who register, in person, to participate in the Annual Meeting of Members between the hours of noon and 7 p.m. on Tuesday, April 3, are eligible to receive the \$15 electric bill credit. You'll need your registration postcard, some form of photo identification and a little bit of patience. The registration lines can be long, but the process goes a lot faster and runs much more smoothly when you have your postcard and identification ready when you get to the front of the line.

Be sure to mark your calendars, call your friends and make plans to be there. We're encouraging everyone to come and, if you don't, it just won't be the same without you.

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

## Official notice of Annual Meeting

**THE ANNUAL BUSINESS MEETING** of the members of Horry Electric Cooperative, Inc., will be held at the Myrtle Beach Convention Center on Tuesday, April 3, at 7 p.m. The Myrtle Beach Convention Center is located at 2101 North Oak St., Myrtle Beach, South Carolina. Action will be taken on the following matters:

- ▶ The report of Officers, Trustees and Committees
- ▶ The election of Trustees
- ▶ All other business which may come before the meeting of members.

Registration at the Annual Meeting begins at 12 noon and each

Cooperative member is urged to be present and take part in the meeting.

Each member who registers will receive a \$15 credit on his or her electric bill. **ONLY THOSE WHO REGISTER, IN PERSON, AT THE ANNUAL MEETING BETWEEN THE HOURS OF NOON AND 7 P.M. ARE ELIGIBLE TO RECEIVE THE REGISTRATION GIFT.**

Prize drawings for additional gifts will be held following the business meeting. You must be present at the time of the prize drawing in order to win.



Ashley Anderson, Secretary-Treasurer

## Grand prize

2001 GMC Sierra



### Other Prizes:

\$400 ..... First  
\$200..... Second  
\$100 ..... Third

**PLUS,**  
drawings for more  
than 50 door prizes!

You **MUST** be present  
at the time of the  
prize drawing  
in order to WIN!

## Annual Meeting program

12-7 p.m. ....Registration and Voting  
2-7 p.m. ....Entertainment  
7 p.m. ....Business Meeting  
Prize Drawing  
Adjournment



## Registration gift

# \$15

## Credit on Electric Bill

Only those who register, in person, to participate in the Annual Meeting of Members of Horry Electric Cooperative, Inc., between the hours of noon and 7 p.m., on Tuesday, April 3, at the Myrtle Beach Convention Center are eligible to receive the Annual Meeting Registration Gift.

**ABSOLUTELY  
NO EXCEPTIONS!**

## IMPORTANT!!

Bring this notice and a photo ID to the Annual Meeting, April 3, to be eligible to register and receive the \$15 credit on your electric bill.

12 noon - 7 P.M. REGISTRATION

Join us at this year's Annual Meeting and take part in the **McLeod Loris Seacoast and HEC's WIRE Chapter Health/Wellness Fair.**

Additional details are available in the March edition of South Carolina Living or at [www.horryelectric.com](http://www.horryelectric.com)

### ELECTION OF TRUSTEES

**DISTRICT 2**  
Bobby E. Jordan  
(Incumbent)

**DISTRICT 4**  
Frankie C. Blanton  
(Incumbent)

**DISTRICT 6**  
Henry W. Boyd  
(Incumbent)



This year's lucky grand prize winner will drive away in a 2001 GMC Sierra!

YOU MUST BE PRESENT TO WIN.

## THIS IS YOUR REGISTRATION CARD

Only those who register in person, at the Annual Meeting between the hours of noon and 7 p.m. are eligible to receive the registration gift.



### OFFICIAL NOTICE OF 2012 ANNUAL MEETING

The Annual Meeting of the members of Horry Electric Cooperative, Inc. will be held at the Myrtle Beach Convention Center at 2101 North Oak St. in Myrtle Beach, SC on Tuesday, April 3, 2012 at 7 p.m., to take action upon the following matters:

1. The Report of Officers, Trustees and Committees.
2. The election of Trustees.
3. All other business which may come before the meeting of members.



Ashley Anderson  
Secretary-Treasurer

### IMPORTANT!

Registration lines will be long, but the process will move a lot more quickly if you are prepared with your Official Notice Postcard and a photo ID.

# Horry Financial View

## ASSETS

### UTILITY PLANT

Electric plant in service—at cost	\$ 288,879,306
Construction work in progress	5,003,650
Gross utility plant	<u>293,882,956</u>
Less: accumulated provision for depreciation	<u>62,602,793</u>

**Utility plant—net** **\$231,280,163**

### OTHER PROPERTY AND INVESTMENTS

Investment in associated organizations	\$ 8,453,247
Other investments	<u>745,491</u>
<b>Total other property investments</b>	<b>\$ 9,198,738</b>

### CURRENT ASSETS

Cash and cash equivalents	\$ 25,448,523
Accounts receivable	6,412,631
Accounts receivable—other	411,588
Materials and supplies	3,110,762
Other	<u>4,465,423</u>

**Total current and accrued assets** **\$ 39,848,927**

**DEFERRED DEBITS** **\$ 106,480**

**TOTAL ASSETS** **\$ 280,434,308**

**Horry Electric  
Cooperative, Inc.**

Your Touchstone Energy® Partner  
The power of human connections



## EQUITIES AND LIABILITIES

### EQUITIES

Membership fees	\$ 265,055
Patronage capital	64,361,826
Other equities	8,708,310
<b>Total equities</b>	<b>\$ 73,335,191</b>

### LONG-TERM DEBT

RUS	\$ 102,874,407
FFB	49,938,446
CFC	22,819,142
<b>Total long-term debt</b>	<b>\$175,631,995</b>

### OTHER NONCURRENT LIABILITIES

Accumulated operating provision	<b>\$ 503,788</b>
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### CURRENT LIABILITIES

Current maturities of mortgage notes	\$ 5,889,794
Accounts payable	14,549,244
Consumer deposits	4,192,662
Accrued and withheld taxes	0
Other current and accrued liabilities	6,331,634
<b>Total current liabilities</b>	<b>\$ 30,963,334</b>

**TOTAL EQUITIES AND LIABILITIES** **\$280,434,308**

What we took in:	\$ 130,521,812
What we paid out:	<u>122,777,961</u>
Patronage capital and operating margins	7,743,851
Other income and equity	807,446
Other comprehensive income	<u>(1,296,475)</u>
<b>WE HAD LEFT:</b>	<b>\$ 7,254,822</b>

## Comparative operating statistics

### GROWTH

	2011	2010	2009	2008	2007	2006	2005	2004
Average kwh per residential member per month	1,289	1,343	1,235	1,255	1,284	1,290	1,373	1,369
Average residential bill per month	\$153.29	\$157.96	\$146.97	\$137.62	\$127.26	\$130.35	\$133.38	\$117.70
Consumers on system	66,816	65,864	65,173	63,843	62,252	59,188	54,776	50,767
Miles of line	4,925	4,893	4,856	4,804	4,689	4,514	4,366	4,245
Average cost per kwh sold (cents)	11.8	11.7	11.8	10.9	9.8	10.0	9.6	8.5

### EXPENSES

Wholesale power	66%	68%	65%	63%	62%	64%	63%	60%
Operating maintenance and general expenses	17%	16%	18%	19%	20%	20%	21%	23%
Depreciation	8%	7%	8%	8%	8%	7%	7%	7%
Interest	8%	8%	8%	9%	9%	8%	8%	9%
Taxes	<u>1%</u>	<u>1%</u>	<u>1%</u>	<u>1%</u>	<u>1%</u>	<u>1%</u>	<u>1%</u>	<u>1%</u>
Total	100%	100%	100%	100%	100%	100%	100%	100%



## 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

## Board of Trustees



**W. T. Johnson Jr.**  
Attorney



**Elaine D. Gore**  
District No. 1



**Bobby E. Jordan**  
District No. 2



**Johnny M. Shelley**  
District No. 3  
President



**Franklin C. Blanton**  
District No. 4



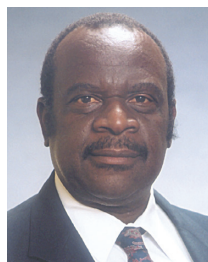
**Ronald H. Floyd**  
District No. 5



**Henry W. Boyd**  
District No. 6



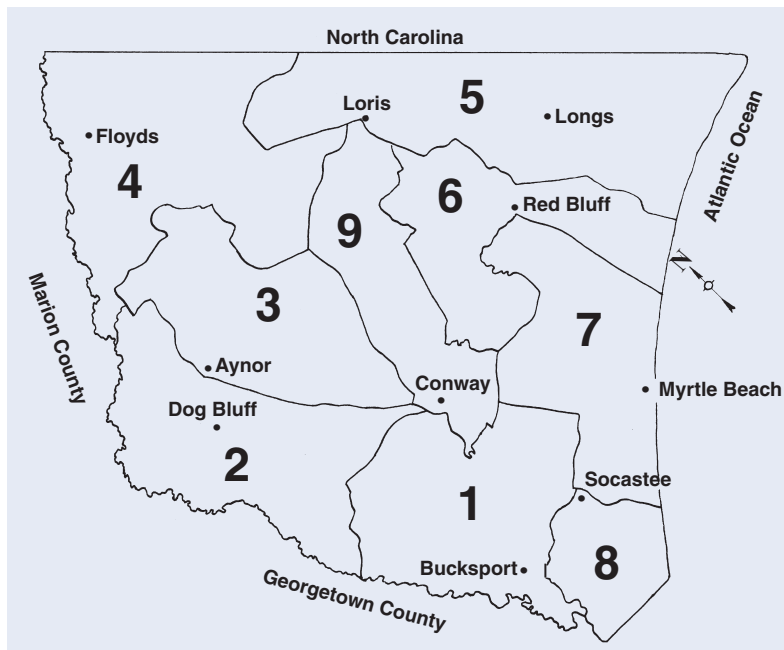
**Ashley Anderson**  
District No. 7  
Secretary and Treasurer



**Eugene Harriott Jr.**  
District No. 8  
Vice President



**Freddy Thompkins**  
District No. 9



## Online outage map now available

**HORRY ELECTRIC** Cooperative has launched a new online outage map to give members the ability to monitor outages using any device with Internet access, including smartphones. Members can use this feature to check Horry Electric's progress in restoring power until the outage is completely restored.

"Despite our best efforts to prevent outages, there are factors beyond our control, such as storms, winds and lightning that occasionally interrupt electric service," says Kevin Jordan, distribution engineer for Horry Electric. "We understand that communication during these times is essential and that's why we use an outage management system."

When the power goes out, members of Horry Electric get on

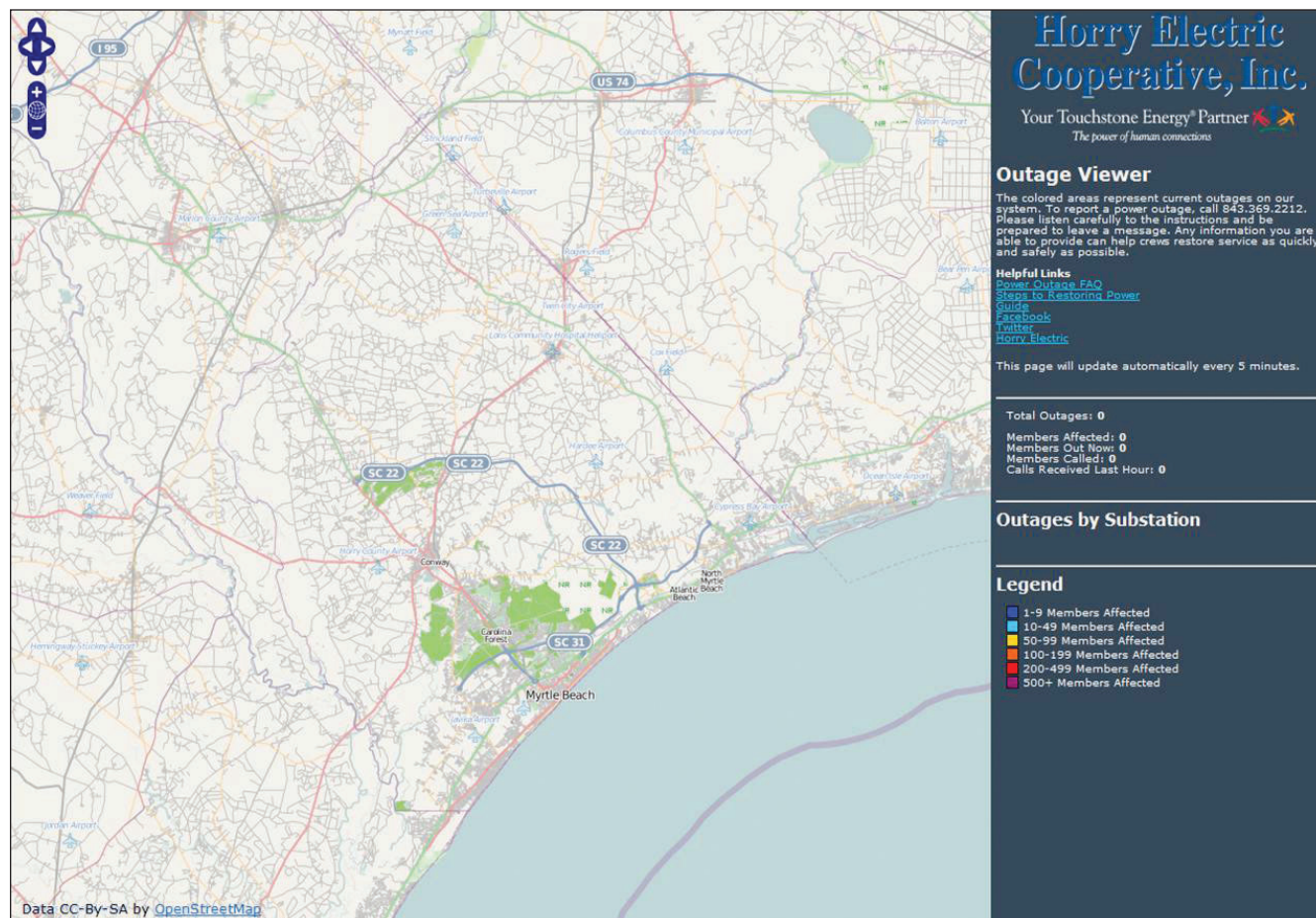
the telephone and begin calling their friends and neighbors to see who has electricity and who does not. Some even call the local radio and television stations or local newspapers. "With the new online outage map, all members of the Cooperative have to do is visit us online," says Jordan.

Displaying power outage information online allows any member with Internet access to see if power is out in their general area at the touch of a button. The map also displays how many outages the cooperative is experiencing throughout its entire distribution system. "This information can be beneficial in determining how long it may be before power is restored at a given location," says Jordan. "The more outages that there are on the map, the longer it could

take to make repairs."

Being able to view outages online should not take the place of the telephone call members make to report an outage at their location. "There is no guarantee that your specific outage has been reported unless you make the call yourself to PowerTouch, our automated outage reporting system," says Jordan.

"Members expect to have accurate and timely information regarding their electric service during outages and inclement weather," says James P. "Pat" Howle, executive vice president and CEO of Horry Electric. "Making this information readily available online is just another way Horry Electric is meeting that challenge and looking out for members."





## 2012 trustee candidates

**THE MEMBERS** of the Nominating Committee, duly assembled, after giving full consideration to the district location, did nominate the following members of the cooperative as trustee candidates for a three-year term beginning April 4, 2012. The names also appear on the Official Notice of Annual Meeting, which will be mailed soon.

### DISTRICT #2

#### **Bobby E. Jordan (incumbent)**

525 Zion Road, Galivants Ferry

**BOBBY JORDAN** and his wife, Linda Price, have three children and one grandchild.

Jordan retired from Santee Cooper after 28 years of service and is now owner/operator of Jordan's Lawn Service.

The Jordans are members of the Cool Springs Southern Methodist Church. He is currently a member of the board of trustees at the church; is a member of the cemetery committee and serves as an adult Sunday school teacher. Jordan has a long history of being involved with the church. He is a past member of the Board of Stewards and also served as assistant Sunday school superintendent.

Jordan is as involved in the community as he is in his church. He is a former director of the Horry County Museum and of the Playcard Environmental Education Center. He served three terms on the Advisory Board for the Aynor School District and was involved in formulating the strategic planning for Aynor High School. In addition, he participated in strategic planning for the Horry County School District.

Jordan is also a member of the Horry County Historical Society and makes presentations on a volunteer basis at Indigo Farms, Playcard Environmental Education Center and at various schools, organizations and civic club meetings. His main topics of interest include Native American tool making, Native American history, compass reading courses, history of Horry County and Horry County native flora.

Jordan served six years in the United States Marine Corps and served in Vietnam in 1967. He served six years in the Army National Guard and is a

recipient of the Purple Heart.

Jordan is a member of the Disabled American Veterans, Veterans of Foreign Wars and of the American Legion in Aynor. He is a charter member of the Military Order of the Purple Heart.

Jordan has served as a trustee for Horry Electric Cooperative since 1997. He has successfully completed training through the National Rural Electric Cooperative Association and is a Credentialed Cooperative Director.

Jordan is a member of the Member and Public Relations Committee and of the Annual Meeting Committee of the Board of Trustees of Horry Electric Cooperative.

### DISTRICT #4

#### **Franklin C. Blanton (incumbent)**

6386 Maplewild Road, Nichols

**FRANKLIN C. BLANTON** and Nancy, his wife of 47 years, live in the Mount Olive community and are members of Mt. Olive Baptist Church, where he has served as a deacon and a trustee.

Blanton has successfully completed training through the National Rural Electric Cooperative Association to earn the status of Credentialed Cooperative Director. He has also earned a Board Leadership Certificate through NRECA. He serves as a voting delegate to the Electric Cooperatives of South Carolina Board of Directors and to Cooperative Electric Energy Utility Supply (CEE-US).

An active member of the community, Blanton currently serves as a director on the board of Loris Healthcare System, Inc.; as a board member of the Coastal Carolina University Education Foundation; as a member of the Charleston Southern University Board of Visitors and as a member of the Horry County State Bank Board of Directors.

Blanton's previous community involvement includes service in the past as President of Loris Civitans; as Lt. Gov. and Deputy Gov. of Civitans of the State of South Carolina; as President of the Loris Merchants Association and as Chairman of the Horry County Board of Education.

Blanton has received numerous

honors including being named Merchant of the Year by the Loris Chamber of Commerce; a Friend of Education by the Horry County Education Association and All State School Board of South Carolina. He was designated as a Founders Day Honoree by Coastal Carolina University and was presented with a Distinguished Service Award by Civitans State of South Carolina.

A 1962 graduate of Floyds High School, Blanton earned a bachelor of science degree in business administration from Campbell University in 1968. He serves as President of Blanton Supplies, Inc. in Loris and as President of Blanton Supplies of Little River, Inc.

### DISTRICT #6

#### **Henry W. Boyd (incumbent)**

2796 Highway 66, Loris

**HENRY W. BOYD** and his wife, Pearl, live in the Beulah community near Daisy. They have two children, Sharra Bruton and Trenny Neff. They have five grandchildren. The Boyds are very active members of the Beulah Baptist Church and the local community.

Boyd attended Coyne Electrical Institute and then served his country in the United States Army. He is currently semi-retired as a self-employed farmer.

He previously served on the Loris Schools Advisory Board and is currently a member of the Loris Blue Pride, which supports local student athletics.

Boyd has served as a trustee for Horry Electric Cooperative since 1978 and has successfully completed training through the National Rural Electric Cooperative Association to earn the status of Credentialed Cooperative Director. He has also earned a Board Leadership Certificate through NRECA. He has previously served as a voting delegate to the Electric Cooperatives of South Carolina Board of Directors and to Cooperative Electric Energy Utility Supply (CEE-US).

Boyd is chairman of the Annual Meeting Committee of the Board of Trustees of Horry Electric and is a member of the Bylaw and Policy Committee.