

Horry Electric Cooperative, Inc.

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

Ashley Anderson
Secretary/Treasurer

Elaine D. Gore

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

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

We're almost ready

Annual Meeting 2013

IF YOU KEEP UP WITH YOUR CO-OP

through our social media outlets or through *South Carolina Living* magazine, then you are already very familiar with most of our plans for the big event. It has been a major focus for all of us at Horry Electric for more than a year. We've kept our promise to keep members updated.



A few members have commented they have felt like they've been a part of the planning process. That's a good thing. We want members to be prepared for the event, and we hope you realize that all plans have been made with you, our members, in mind.

Make sure of the date

Your Annual Meeting is scheduled for Tuesday, May 14, at The HTC Center on the campus of Coastal Carolina University. We say it is your meeting, because it is one of the most important and best examples of how your membership matters.

There is a quorum requirement in order for business to be officially conducted at the meeting. That's why we're doing everything we can to make attending the Annual Meeting of Members as convenient and rewarding as possible.

A few reminders

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 May 14 are eligible to receive the Registration Gift. There are absolutely

no exceptions!

The Registration Gift is an electric bill credit. This year, the board of trustees decided to increase the amount from \$15 to \$25.

Official Notice/Registration Postcards will be mailed to members prior to the meeting. Please put your card in a safe place when it is delivered. You'll need to bring it, plus some form of photo identification, when you come to the Annual Meeting. The registration process goes a lot faster and runs much more smoothly when members have their postcard and photo identification ready when they get to the front of the line.

Prize drawing entry automatic

Each member who registers, in person, at the meeting during the designated hours for Registration, will not only qualify to get the Registration Gift, but will also be automatically entered into the prize drawing. Effective this year, members no longer have to be present at the time of the prize drawing in order to win. Winners, if they are not present, will be notified by phone the following day.

Stay tuned, more to come

May 14 is going to be an exciting day for all of us at Horry Electric. We'll see you then!

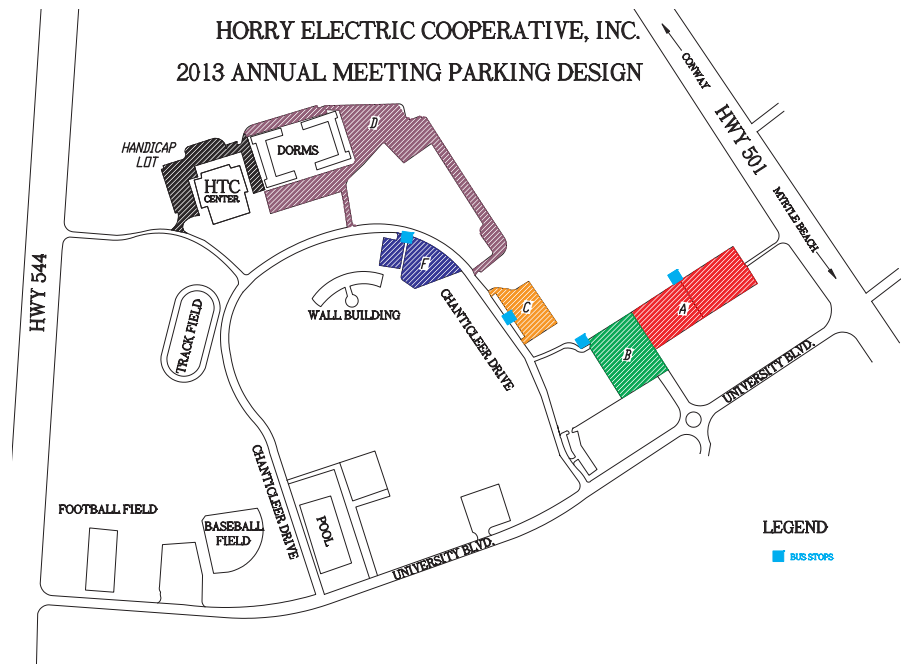
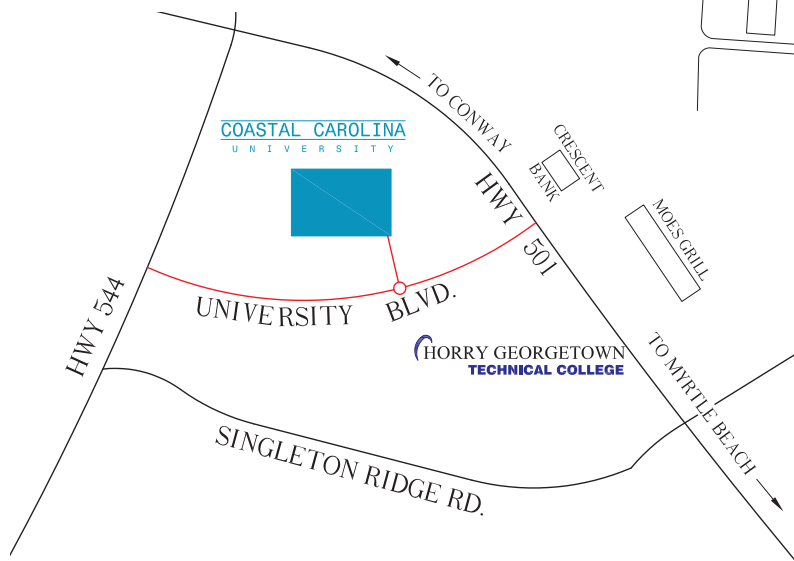
James P. "Pat" Howle
Executive Vice President and CEO

Looking out for you Parking plan updated

ONCE MEMBERS ACCESS the Coastal Carolina University Campus via University Boulevard from Highway 544 or Highway 501, they'll see signs posted and Horry Electric employees directing vehicles to parking areas reserved for Annual Meeting.

Convenient courtesy shuttles are provided, where necessary. Bus stops are indicated on the parking design, which is shown to the right on this page. Shuttles will run a continuous loop throughout the day.

To make it easier for members to remember where they left their vehicle, each driver will be



given a disposable bracelet, color coded specifically for the stop they boarded the shuttle.

Coastal Carolina University is a walking campus, which means there is plenty of pavement and lighting. Some of the parking is located within a comfortable walking distance.

Members with Handicap placards displayed will be directed to the designated area. The building entrance is designed for access with personal wheelchairs, Segways or scooters of members who need to use them.

From Highway 544 or Highway 501, turn onto the Coastal Carolina University Campus via University Blvd. (highlighted in red). Watch for Horry Electric signs posted and employees stationed on University Blvd.

CONCESSIONS PLANNED FOR ANNUAL MEETING

There will be more than one concession stand open between noon and 7 p.m. on Annual Meeting Day. Members will be able to purchase hot dogs, popcorn, chips and candy bars, as well as Chick-fil-A sandwiches.

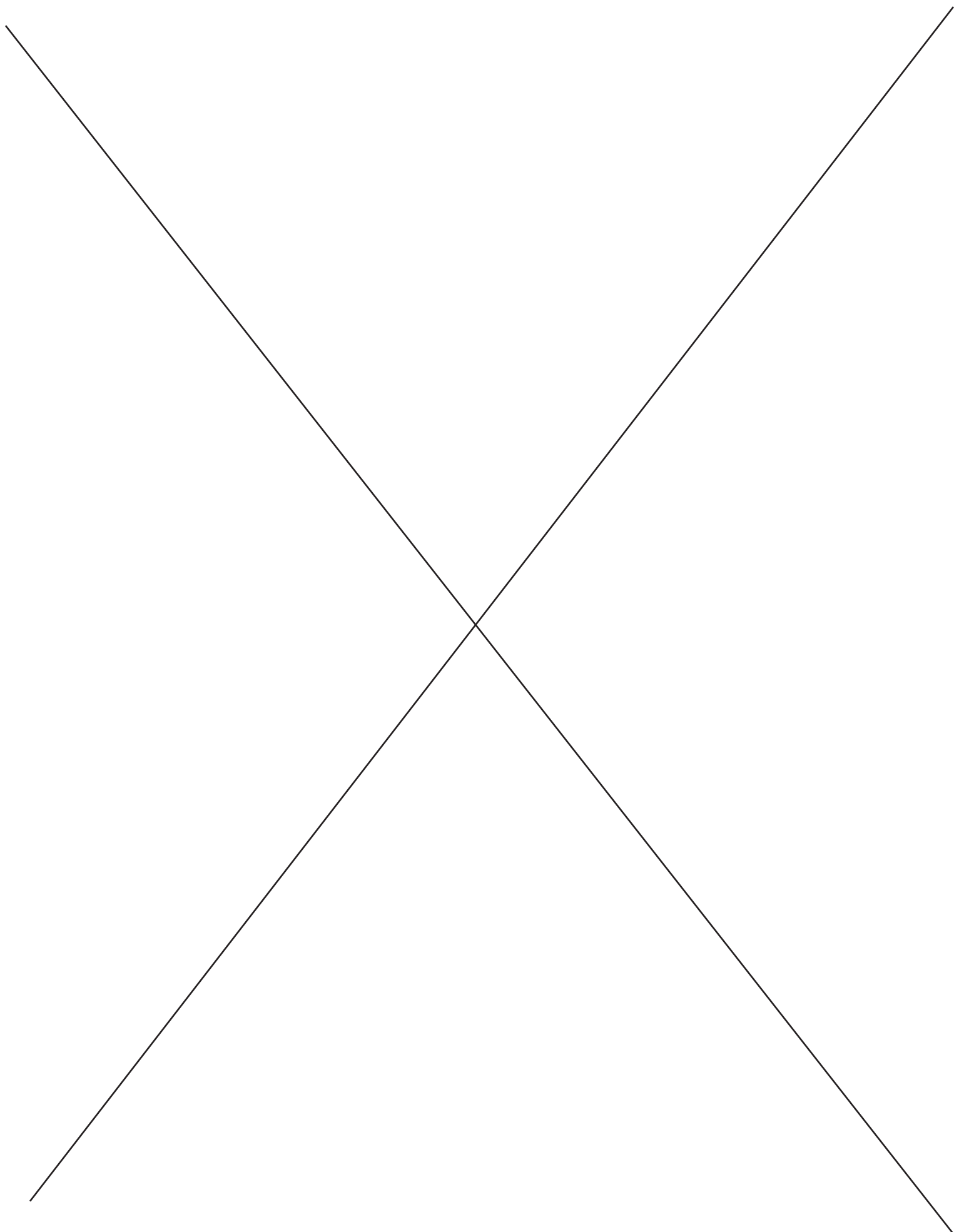
CONCESSIONS

Hot Dog	\$3
Chips	\$1
Candy Bars	\$2
Popcorn	\$3
Nachos	\$3
Bottled Water	\$3
20oz Soda	\$3
Souvenir Cup	\$4

CONCESSIONS

Chik-fil-A Sandwich	\$4.25
20oz Soda	\$3
Souvenir Cup	\$4
Bottled Water	\$3





Looking Out for You

Storm safety

- If possible, go indoors and stay away from windows and doors.
- Unplug electronic equipment before the storm arrives and avoid contact with electrical equipment or cords during storms.
- Avoid contact with plumbing, including sinks, baths and faucets.
- Stay away from trees, metal and water.

At Horry Electric Cooperative, safety is a priority. Be sure to always play it safe around electricity.



For more electrical safety tips, visit horryelectric.com.

Horry Electric Cooperative, Inc.

A Touchstone Energy® Cooperative 

Conway: 843-369-2211

Myrtle Beach: 843-650-7530



'I love my farm'

Rural Lady of the Year has raised bumper crops of goodness

BY WALTER ALLREAD

AT 91, Lacie Shelley keeps up a pace that could put 19-year-olds to shame.

A 1938 graduate of the old Floyds High School, she's helping plan her class reunion next month—the class' 75th. She still does her own yard work when possible, including cutting the grass with her John Deere riding mower.

The director for the Horry County Council on Aging, Mrs. Shelley had long been a leader among women: She was ordained as the first female deacon of Pleasant View Baptist Church. And now, after a March 1 luncheon at Horry Electric Cooperative, she can add the 34th Rural Lady of the Year to her list of accolades.

Formally known as the Miss Leo G. Knauff Leadership Award, in honor of the co-op's late and long-time home economist, the Rural Lady honor each spring goes to a woman with deep roots—like Horry Electric—in the county's farming communities.

Selection committee member Bruce Johnson, a Clemson Extension retiree, said of Mrs. Shelley, "Her friends are countless from all walks of life made by the love and compassion that this lady has shown to all. You can sum up all of her accomplishments by the sign leading into her driveway, which says 'Shelley Farms—In God We Trust.'

The widow of former HEC board member J.C. Shelley, she "is committed to helping make Horry County a better place," Johnson added. In addition to bumper crops that helped feed people around the county and beyond, the Shelleys



Rep. Wayne George, D-District 57, presents Lacie Shelley with a plaque from the state House of Representatives, which cited her "many contributions to the community."

raised three sons who likewise devote themselves to serving others—a preacher, the Rev. James Shelley, a physician, Dr. Randy Shelley, and a farmer and businessman, Johnny Shelley, currently the president of HEC's board.

Rep. Wayne George, D-District 57, said he was honored to present Mrs. Shelley with a plaque from the state House of Representatives, which cited her "many contributions to the community." Accepting it, Mrs. Shelley promptly shared the credit, saying the award is really "a family thing."

"I love my farm," Shelley said. "It's a good place to raise your children and a good place to know your maker and to know your savior."

"I am so proud of this co-op," she added. "My husband loved it so much, and my son loves it so much."

Mrs. Shelley has been a member of the co-op's community outreach organization WIRE (Women Involved in Rural Electrification), since its inception, serving as WIRE chapter president from 1986 to 1988. ☺

Too sweet? Too Southern? That's just fine, says Miss S.C.

It was bizarre to compete for Miss America, Ali Rogers, Miss South Carolina 2012, told the Rural Lady of the Year luncheon attendees.

After she finished second to Miss New York, Mallory Hagan, so-called "pageant experts" decreed Rogers "too sweet, not edgy enough and too Southern to be Miss America." No problem, Rogers told the Rural Lady crowd. In fact, that's just fine: "If I have to be less sweet, more edgy and less Southern, I think I'm happy coming back to South Carolina," she said.

Advocating a simpler life and old-time values, Rogers noted how, when she was 13, her mom gave her a bracelet inscribed, "Make a Difference."

"I've worn it every day since,"

she said. “Whatever age you may be, through your actions and your words, you can make a difference. You don’t have to wait to be a preacher or a teacher. You can make a difference—as a nurse, as a stay-at-home mom. Whatever age you may be, you can truly make a difference.”

A native of Laurens, where her parents are members of HEC’s fellow Touchstone Energy Cooperative Laurens Electric, Rogers represented her co-op on the 2009 Washington Youth Tour. At HEC, she entertained with her words and her music—but not the rollicking rendition of The Jackson Five’s “I Want You Back” she played at Miss America. Instead, she made the co-op’s piano ring to the heavens with a selection of hymns, including “Amazing Grace” and “How Great Thou Art.”

Afterwards, HEC CEO Pat Howle told Rogers, “You SHOULD be Miss America!” The audience’s applause made it clear they agreed—not too sweet, not too Southern, not at all edgy. Simply beautiful.



Miss S.C., Ali Rogers, plays a selection of hymns, including “Amazing Grace” and “How Great Thou Art.”

WIRE comforts displaced elderly citizens



IT WAS A LABOR OF LOVE, assembly line style, recently when about 30 WIRE volunteers from co-ops across South Carolina gathered to stuff Co-op Closet bags full of emergency supplies for displaced elderly citizens.

Among them were Kelli McDowell, Lynn Elvis, Jodi Braziel and Jessie Hendrick, four members of Horry Electric Cooperative’s chapter of WIRE (Women Involved in Rural Electrification). Members of the co-op community outreach organization came together Feb. 8 at The Electric Cooperatives of South Carolina Inc. (ECSC) in Cayce, responding to a request from S.C. Lieutenant Governor Glenn F. McConnell and the state Office on Aging.

The officials determined that elderly citizens too often are forgotten when group or nursing homes are ordered closed for safety or health violations, according to ECSC’s Peggy Dantzler, coordinator of the Co-op Closet project. “The lieutenant governor felt the cooperatives could help and WIRE is a natural extension of the co-ops’ community commitment,” she notes.

(Left to right) Kelli McDowell, Lynn Elvis and Jessie Hendrick joined other members of Women Involved in Rural Electrification (WIRE) from co-ops across the state to collect items for the Co-op Closet. The special program, a collaboration with the Lieutenant Governor’s Office on Aging, assists displaced elderly people.

Writing to ECSC CEO Mike Couick, the lieutenant governor said WIRE helped meet a pressing need. “The ‘Co-op Closet,’ full of emergency relocation bags, gives hope to many South Carolinians—some of whom may have lived next door or down the street from you or me. The continued generosity of the WIRE women gives me hope that South Carolinians will not let a call for help go unanswered.”

The bags are kept at the Office on Aging, which determines who needs assistance around the state. As Dantzler notes, some recipients are destitute when they leave their group or nursing home, often the only home they’ve known for years. “They have nothing,” she says.

Dantzler says the bags—and the compassion of strangers—often astound the elderly recipients. “When they’re told it’s theirs to keep, they’re just stunned.” ☺

It pays to be a member!

BY PENELOPE HINSON

NOT MANY BUSINESSES pay you for buying something you wouldn't want to live without—but electric cooperatives do.

The 'payment' happens through something known as 'capital credits'. Capital credits come from the money a cooperative has left over after paying all of its expenses in a given year. At the end of the year, that money is allocated to each member's account, according to the amount of electricity the customer bought.

When finances allow, Horry Electric Cooperative returns capital credits to its member/owners in the form of a capital credit check. "Last year, the cooperative disbursed more than \$1.6 million from the capital credits account," said Jodi Braziel, office manager for the cooperative. "This year, we're proud to announce we'll be distributing approximately \$1,522,000."

A different way of doing business

Unlike other types of companies, cooperatives do not have shareholders who expect to make money from the profits generated by the company. Cooperatives are not-for-profit businesses that exist solely to provide their members with a particular service such as electricity.

"In a co-op, the net margins don't belong to the company; they belong to the consumers who paid their monthly electric bills," said Braziel.

In effect, the members of a cooperative are the stakeholders. Because of that, when the cooperative takes in more money than is needed to run the business, the owners are entitled to a portion of it.

How do capital credits work?

A member's 'equity' in the cooperative is based on the amount of power the customer has purchased during the year.

"The more electricity the customer

buys, the higher their share of equity," says Ashley Anderson, secretary and treasurer of the board of trustees of Horry Electric Cooperative. "The co-op sets up a credit account that shows on the books the share of the year's net margins belonging to each member."

Generally, the members don't receive a check the same year they earned the capital credits. "That's because electric cooperatives use their members' equity to fund system improvements," said Anderson.

"If we couldn't get the operating capital from member payments, we'd have to borrow from the bank or some other source, which would cause electric rates to go up," said Braziel.

As new member equity funds come in year after year, the cooperative is able to 'retire' its older capital credit funds, issuing members their share in the form of a capital credit check.

Due to the expense of processing and issuing checks, capital credit refunds below \$8 will be credited to

the individual's electric account. "So if you don't get a check, you'll see a credit on your electric bill," said Braziel.

Capital credit checks are expected to be delivered to members by the end of April. "It's an exciting time for us around here," said Braziel. "Being able to return capital credits is a direct reflection on the financial strength and stability of your cooperative, and that's something in which we can all take pride."

"To help members calculate and estimate what their capital credit check might be, we created the chart at the top of the page," said Braziel. "If you still have questions, please don't hesitate to call us." ☎

Capital credit disbursement 2013

This year, member owners will be receiving a portion of the capital credits assignment for 1989 and 2012. The allowable retirement this year is \$1,522,000 less \$250,000 in estate payments. The total amount being distributed is \$1,272,000, which includes the \$1,016,708.33 balance of 1989 and \$255,291.67 of 2012.

If you were a member in 2012, you will receive 3.2% of your 2012 assignment. If you were a member in 1989, you will receive the remaining unretired balance of your assignment for that year.

Example of 2012 allocation and retirement

You can calculate the approximate amount of your 2012 allocation and disbursement by using this example. Capital credit disbursements are made in the form of a capital credit check, which will be mailed to you by the end of April.

If your 2012 electric bills totaled:	\$1,000	\$1,500	\$2,000	\$2,500
The 2012 assignment percent is: (multiply the percentage times your bills)	6%	6%	6%	6%
Your capital credit assignment for 2012 would be:	\$60	\$90	\$120	\$150
The 2012 retirement percentage will be 3.2% of your capital credit assignment.	3.2%	3.2%	3.2%	3.2%
Your general retirement refund for 2012 would be approximately:	\$1.92	\$2.88	\$3.84	\$4.80

Member economic participation is one of the seven cooperative principles, and it's another way your cooperative is looking out for you.