

## Horry Electric Cooperative, Inc.

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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.



A Touchstone Energy® Cooperative

## Value of electricity

How power enhances our everyday lives



**WE USE ELECTRICITY**, either directly or indirectly, almost all the time. Due to the fact electricity is so abundant and available with the simple flip of a switch, it's easy to take it for granted.

According to the Energy Information Agency (EIA), the typical U.S. household now uses more air conditioning, appliances and consumer electronics than ever before. The average home also contains 10 or more internet-connected devices. Considering everything that is powered by electricity, it's no wonder we occasionally might wince at our monthly bill. Keep in mind, it's no longer just the "light bill."

Electricity powers our quality of life. Your energy bill covers so much more than lighting, from the infrastructure of your home (appliances, water heater and HVAC system) to charging your smartphones, computers, TV and Wi-Fi router.

Today, there is more demand for electricity than there has been in the past. This includes at home, in schools and businesses and in commercial sectors such as transportation. The need for electricity is continuously increasing.

Typically, when demand goes up, so does the cost. This is the case with most goods and services, like cable, gasoline or even your favorite coffee. However, it's not always true with electricity. Let's take a look at how the value of electricity compares to other common expenses.

According to the U.S. Bureau of Labor Statistics, over the last five years, the cost of rent increased 3.4%; medical care increased 2.8%; and education increased 2.2%. But the cost of electricity only increased 1%.

Providing affordable electricity is something we strive to do. Horry Electric

offers several programs designed to help members reduce our peak demand, which helps hold down the cost of wholesale power.

Beat the Peak is 100% voluntary. Members can sign up for peak alerts via call, text or email to know when a peak time is happening in our area. Peaks typically occur on cold winter mornings and hot summer afternoons, when many people need large amounts of electricity at once.

Our smart thermostat, H2O Select and H2O Load Management programs allow the cooperative to reduce the load of these devices during peak periods. By working together to reduce our demand, we can save the cooperative and members money.

**The next time you escape the heat into your air-conditioned home, consider how electricity enhances your quality of life.**

Considering all the ways we depend on electricity, it remains a great value.

Consider the value of electricity and how it enhances your quality of life the next time you escape the brutal heat of a summer afternoon into your air-conditioned home.

We care about you—our members. We understand that electricity is more than a commodity—it's a necessity. That's why Horry Electric will continue working hard to power your life with safe, affordable and reliable electricity.

*Daniel B. Shelley, III*

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

## Local teens speak with state leaders

### Horry Electric's student representatives participate in Virtual Youth Experience

**FOR STUDENTS WHO SPENT** their school year transitioning from distance learning to the classroom, Virtual Youth Experience was an appropriate way to begin their summer.

In June, Laney Brown from Aynor High School; Roshni Nandwani from Socastee High School; John Sumter from the Scholar's Academy and Carolina Forest High School; Jason Carmichael from Aynor High School; Lilah Ell from the Coastal Leadership Academy; Lance Stephens from Conway Christian School; and Garrison Gasque from Aynor High School were among 74 high-achieving students that participated in a week-long, part web-conference, part in-person event sponsored by South Carolina's electric cooperatives.

The local teens selected by Horry Electric Cooperative used their laptops and smartphones to discuss issues of the day with four members of South Carolina's Congressional delegation—U.S. Representatives James Clyburn and Nancy Mace and U.S. Senators Tim Scott and Lindsey Graham.

"There are a lot of hurdles that we all face as Americans," Scott told the students. "I think the best way to address these issues is to focus on education. A good education is the closest thing to magic in America that I've ever seen."

The students also got screen time with Rev. Charles Jackson of Brookland Baptist Church and State Epidemiologist Dr. Linda Bell.

"I thank God for both the principle and the practice of love," Jackson shared. "We have to transcend these barriers that divide us, and we can do that through love."

To conclude the week, the students



JOSH P. CROTZER

gathered at Fairfield Electric Cooperative where they heard inspiring messages from South Carolina Lt. Gov. Pamela Evette and Chris Singleton—a former professional baseball player whose mother, Sharonda Coleman-Singleton, was one of the nine people killed in the 2015 Emanuel AME Church shooting.

Evette passed along advice she'd received from her grandmother, a Polish immigrant. "If you ever get the opportunity to serve, you should," said Evette. "Take your God-given talents and make the country an even better place."

Singleton travels the country speaking to sports teams, churches and corporate events about unity and overcoming adversity.

"People think forgiveness is letting the other person off the hook," he shared. "It's really letting yourself off the hook. It allows you to move forward. Forgiveness is freeing."

The students also spent the week in teams learning how to create and produce audio podcasts that complete the sentence: "This is my country...."

A group of S.C. journalists judged the podcasts. Roshni Nandwani was

**Horry Electric's VYE student representatives (from left) John Sumter, Laney Brown, Lilah Ell, Roshni Nandwani, Jason Carmichael and Lance Stephens pause for a photo.**

awarded a \$5,000 scholarship for being part of the winning group. John Sumter received \$500 for being a finalist, and Laney Brown was awarded \$250 for her group being recognized for Honorable Mention. The student podcasts are available online at [anchor.fm/ecsc](http://anchor.fm/ecsc).

The Virtual Youth Experience began last year when the risks of COVID-19 caused cooperative programs like the Washington Youth Tour and the Cooperative Youth Summit to be cancelled. The programs allow high school students to learn about electric cooperatives and how their government works.

High school sophomores can apply for the Cooperative Youth Summit and juniors can apply for the Washington Youth Tour.

**EDITOR'S NOTE** If you'd like more information on student programs, contact Horry Electric's Youth Tour Coordinator Toni Gore at (843) 369-6359 or email [toni.gore@horryelectric.com](mailto:toni.gore@horryelectric.com).

## Smart Solutions Store now open

Members can shop for energy-efficiency products online

**A SIMPLE SEARCH** while shopping online can be overwhelming with the dozens of choices available. Why not depend on Horry Electric Cooperative, your trusted energy advisor, to make recommendations?

The Smart Solutions Store, the newest feature at **BeatThePeak.com**, takes the guesswork out of energy-efficient upgrades with prescreened products that are shipped directly to your home or business.

"There are a lot of energy efficient and smart home products out there," says Ricky Lowder, senior marketing and energy management representative. "These recommendations have been carefully curated to offer products that have been manufactured by dependable brands and have a reasonable price tag."

The store includes such products as LED light bulbs, electric vehicle chargers, smart home products, efficiency goods, tools and appliances. With a simple click, shoppers are taken directly to the desired **Amazon.com** product page.

To find the Smart Solutions Store, visit **BeatThePeak.com** and select the Smart Solutions tab at the top of the page.

If you have questions or concerns about any of the products, please contact one of our trusted energy advisors by calling (843) 369-2211 and ask for our energy management department.

## Shop smart solutions for a smarter house

Save energy AND money with Amazon products from our **Smart Solutions Store**.

You'll find a wide range of smart solutions that provide a more energy-efficient home.



**Shop smart today! Visit [BeatThePeak.com/Store](https://BeatThePeak.com/Store).**

As an Amazon Associate, your co-op earns a commission on qualifying purchases.

## GET THE MESSAGE!

Sign up today and help



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.

**[BeatThePeak.com](https://BeatThePeak.com)**



# Snakes, Mother Nature, and power outages

**SLITHERY, SNEAKY SNAKES** and other animals are sometimes the culprit behind a power outage. In fact, Horry Electric has had almost 60 outages caused by snakes in the past 10 years, according to Supervisory Engineer Kevin Jordan.

You might ask how an animal, such as a snake, is able to cause a power outage. “Whether it’s a tree limb, a bird, a squirrel or snake, anything that has the ability to conduct electricity has the potential to short-circuit the electrical flow,” explains Jeff Spivey, Horry Electric’s substation and apparatus supervisor.

It’s summertime, which means snakes and other animals are out and about. Snakes sometimes slither into places like substations. With their long bodies, snakes tend to cause outages rather than a power blink.

A power blink is a brief interruption that’s designed to prevent a longer power outage. Blinks occur when an obstruction, like a tree limb or a squirrel, comes into contact with a power line or transformer.

## On the lines vs. in the substation

Whether on a power line or at a substation, a short-circuit is a short-circuit. “The only big difference is the amount of fault current in the substation,” says Spivey. “The fault current is at a higher value than somewhere down the line. It will short-circuit, but it will be more violent at the substation.”

The way the system is designed to work is whenever an animal comes in contact, there’s a device up the line that’s going to clear the fault. For example, a snake gets on an overhead transformer that might serve three houses; the up-line sectionalizing device, which is the transformer fuse, will clear the fault.

“It’s kind of like a domino effect,” says Spivey. “Wherever that up-line device falls in the sequence, from that point down is going to be out of power. It keeps outages down, but it’s also a safety factor, too.”

This, of course, differs in the substation because it’s the source of the power. “In June, we had a snake get into a tricky

spot at Lake Ridge,” Spivey explains. “The up-line device was a circuit switcher, which feeds the power transformer, which in turn, feeds over 2,000 people. The circuit switcher did what it was supposed to do. As a result, everyone went out because the problem was reserved right within that substation.”

## To backfeed or not to backfeed?

Once crews are able to diagnose the outage problem in the field, the next question they have to ask is if it makes sense to backfeed?

Backfeeding is when we are able to temporarily restore power during an outage by transferring the load to an adjacent substation.

When it comes to an outage down the lines, sometimes crews are able to backfeed by opening one or two switches. It’s not that easy when it comes to an entire substation.

“It’s a judgement call when you’re out there,” Spivey says. Another major thing to consider is the load on the system. “You might be able to backfeed in January, February or March, but June, July and August, the loads may be too great.”

## Working to prevent animal-caused outages

Some may ask why animal-related outages are becoming more common. The answer is simple: snakes are after food. Crews are constantly on the lookout for bird nests. Birds come around looking for other critters, so we use an environmentally friendly granular deterrent, to run away critters, which in turn, moves the snakes away.

“There’s still an act of nature we can’t prevent,” says Supervisory Engineer Mitchell Benton. “In the past two years, we believe a bird had the snake in its talons and dropped it from the sky, where he didn’t need to be. Rest assured, crews are always looking at ways to protect animals and critters, while at the same time, assuring we deliver safe, reliable and affordable electricity to our members.”

## Restoration times will vary

There is no way to predict an outage restoration time, unfortunately. Whether it’s storm or animal-related outage, or an equipment failure, outage times will vary. Restoration times vary based on where the problem is, especially if it happens in a substation.

“Scenarios change, situations change, the environment changes, so you have to make wise decisions based upon all of that data put together,” Spivey says. “As long as you can do that, power restoration will go a whole lot easier and a lot more fluent, and naturally, it’s safer and more efficient.”

Rest assured, our crews will work as quickly and safely as possible to restore power. As we always say, your patience and prayers are appreciated.





Horry Electric's Metering Supervisor Blake Strong shows the inside of a home's generator panel. The panel connects the member's generator to the home circuitry.

JENNIFER HARMON

## Generating your own power? Let HEC know

**A TOP PRIORITY** for Horry Electric Cooperative is to safely provide reliable power to members.

Safety is our first concern, but it should also be a priority for members who are generating their own power and sending it over Horry Electric lines. Brian Chestnut, the cooperative's safety coordinator, says the risks linemen face during storm restoration are compounded by the energy being back fed onto lines by home or portable generators.

Both types of generators are a high concern during any storm, but especially during hurricane season, which runs from June 1 to Nov. 30.

While Horry Electric's linemen are trained to take necessary precautions before working on any kind of downed power lines, a generator is a different story.

Linemen do wear their personal protective equipment, but it's the members that can provide the most important protection to the line crews. Members should inform the cooperative that a generator is operating at their home.

"If you have a generator, never connect it directly to your home's circuits, unless

it is wired for generator use and it has been done by a licensed electrician," says Burroughs Nobles, manager of operations. "Always plug appliances directly into properly grounded generators, but never overload it."

Risks exist when home generators are self-installed without the expertise of a licensed electrician and without notifying the cooperative. This is when it is the most dangerous to the linemen working in the field.

Horry Electric employees are not the only ones in danger when a generator is installed improperly. Homeowners themselves may be at risk of electrocution, fire injury, property damage, or carbon monoxide poisoning, if they do not follow the necessary safety rules.

We understand that members like having generators to use during extended outages, but we want to keep everyone safe.

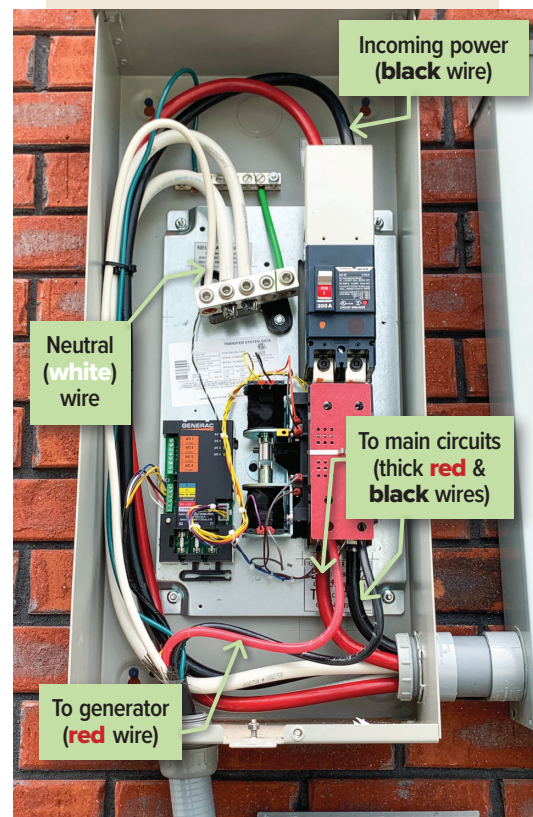
**Thinking of installing a generator? Need some questions answered? Contact Horry Electric at (843) 369-2211 or visit [horryelectric.com](http://horryelectric.com) for more information.**

► A close-up inside the generator panel shows the typical double throw transfer switch installation 120/240 V for a residential service.

## Generator Installation Checklist

- Call Horry Electric first. We can answer your questions and provide guidance before you make your purchase.
- Involve a licensed electrician and/or a certified installer. We have a list of approved electrical contractors on our website under "Energy Programs."
- Make sure your home is properly wired for generator use.
- Ensure the installation has been permitted, inspected and approved by county building code officials.
- Inform Horry Electric when the installation is complete and someone will come to reconnect the power.

**For more information on generator safety, visit [horryelectric.com/generator-safety-2](http://horryelectric.com/generator-safety-2).**



JENNIFER HARMON



# Sweet wheels, sweet treats, sweet meaning



JENNIFER HARMON

**THE SUMMER HEAT** tends to make people crave something nice and cold. A glass of iced tea, ice cream, or maybe a cup of Italian ice.

That's what Advanced Line Technician Bradley Floyd is scooping up for his new business adventure.

Floyd has been a lineman with Horry Electric for nearly 14 years. He works on one of the overhead line crews.

After work and on the weekends, he goes from lineman to businessman. In January, Floyd launched MASH Italian Ice. The unique thing about his business—it's a truck.

"We actually came across the truck while we were working a job," Floyd says. "I decided to buy the truck and jokingly said I was going to do an ice cream truck."

The joke went back and forth for a while, but Floyd wanted to do something different.

"I thought about Italian ice, since there aren't really any Italian ice trucks around," he says. "I started researching and found a lady doing the same thing in Fayetteville. I reached out to her and she helped me get everything started."

## The meaning of MASH

If you look at bright blue truck on big-rimmed wheels, you may wonder what MASH means.

Floyd has five-year-old twins—a boy and a girl. He was inspired to create a name as unique, if not more, than an Italian ice truck.

"My little boy's name is Nash and my little girl's name is Maci," Floyd explains. "I took the first two letters of my daughter's name and the last two letters of my son's name and made MASH."

The significance of the name is what makes this business adventure so much sweeter.

## Family business scoop

As a senior lineman, Floyd has an unpredictable schedule. Horry Electric's crews have to be ready to respond to outages

or other calls at a moment's notice. Plus, crews have to work holidays, overnight, or an extended shift.

Due to the unpredictability of his schedule, Floyd's family helps run the business.

"My wife helps me out a lot," he says. "She lines up our events. My mom also just retired, so she's driving the truck around during the week. Then, my wife helps me with events on the weekends or days I'm off work."

While it is a challenge to work as a lineman for a career and be a business owner on the side, it's something Floyd loves.

"I'm always trying something new," he shares. "The way I look at things—one thing always leads to another."

Since opening for business, MASH Italian Ice has been serving up scoops at birthday parties, churches hosting Vacation Bible School and even the Conway Riverfest.

MASH Italian Ice is also on the vendor list for a few wedding venues across the county, including WildHorse at Parker Farms in Longs and The Blessed Barn in Aynor.

## From the ground up

Every business has its quirks. For MASH, it's the bright blue wrap and big, shiny rims.

As a small business owner, Floyd highlights his business as a local family serving the community.

"We're local business owners and we've created this business out of our own pockets," he says. "We've built this from the ground up."

Floyd says launching this business already has his gears turning for the next big thing. But for now, he's going to be serving up the scoops, with his family by his side.

**EDITOR'S NOTE** If you're interested in booking MASH Italian Ice for an event, follow their Facebook page. You can find Floyd's contact information in the "About" section.



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Bradley Floyd, owner and creator of MASH Italian Ice, poses with his truck before heading to an event.