

## Horry Electric Cooperative, Inc.

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

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**TO REPORT  
POWER OUTAGES ONLY**  
(843) 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

# Co-op principles guide us

October is National Co-op Month



### CELEBRATING COOPERATIVES

—that's something we like to do this time of year because October is National Co-op Month. Every year during the month of October, cooperatives are recognized for the qualities that make our business model unique.

Cooperatives are guided by seven cooperative principles. Why is this important? These principles are what make us different.

To share a little history, over 80 years ago, urban America was flourishing, but rural communities were struggling due to lack of electricity. This is why electric cooperatives were created. Horry Electric was organized by 627 charter members on April 25, 1940. These members worked hard to build our utility to power rural communities, so all people had the same opportunity to participate and have electricity.

This illustrates one of the co-op principles—Democratic Member Control.

### What it means to be a member

Horry Electric is run by the members it serves. Everyone is a member, not a customer. What this means is members have a voice and a vote. Co-op members elect trustees to serve on the board, to set policies and to make decisions. These trustees live in the communities they represent.

Membership is open to anyone in our service area and we love adding new members to our cooperative. We like to think of ourselves as a family. Like any family, we depend on and look out for each other. This also applies to other cooperatives.

In the co-op family, we have sister cooperatives. This brings me to another important co-op principle—Cooperation Among Cooperatives. If another co-op needs help during a natural disaster, our

statewide organization will arrange to send crews for mutual aid. The same thing is done if we need mutual aid assistance, as you've seen with past storms, like Hurricanes Matthew, Florence and Dorian.

### Looking out for you

As our motto states, "Safety is our First Concern," bringing me to another co-op principle—Education, Training and Information. We provide education and training for everyone, from employees to the board, to our members. We work hard to make sure everyone has the information and training they need to stay safe when it comes to electricity.

That's part of how we're looking out for you. We also work to make sure we get information out to our members on various topics such as avoiding utility scams, energy efficiency programs and more.

Our major outlets for communicating with our members include *South Carolina Living* magazine, social media channels and email. We also use text messaging as a way of communication for outage reporting and energy efficiency tips.

### Local people. Serving you.

We are locally owned and operated, which means we're able to focus on the needs of our members and local priorities. Our mission has always been to provide safe, reliable and affordable electricity to the communities we serve.

We hope you'll join us in celebrating the cooperatives this month, and every October. Most importantly, we celebrate you, our members, because you make up the cooperative and we strive to be responsive to the needs of our members and our community.

*Daniel B. Shelley, III*

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



◀ Horry Electric's Trusted Energy Advisors Garrett Gasque, Eddy Blackburn and Ricky Lowder (from left).

## Let's Beat The Peak together

**DID YOU KNOW** that when you use electricity is just as important as how much you use?

Throughout the day, energy use fluctuates based on demand. Typically, most households use larger amounts of electricity in the morning when most people are getting ready for their day, and also in the evenings when people return from work, cook dinner, wash clothes and watch television.

We refer to this as “peak times” when people in our community are using more electricity at the same time. The cost for Horry Electric to provide power is higher during these times because of the additional demand for electricity. Typical peak hours are from 6 to 9 a.m. in the winter, and 4 to 7 p.m. in the summer.

This is why Horry Electric encourages our members to participate in our Beat The Peak program. Members can sign up to receive phone, text or email notifications reminding

them to reduce electricity use during peak periods. Go to **BeatThePeak.com** to sign up. By shifting some of your energy use, you can help the cooperative hold down the cost of wholesale power.

Through Beat The Peak, in addition to other demand control efforts, like our Smart Thermostat and H2O Select programs, electric cooperatives have saved nearly \$580,000 in annual power costs. As an extra incentive, anyone who signs up for Beat The Peak is automatically eligible for our bi-annual VISA gift card drawings with values up to \$500. The next drawing is happening this fall.

There are many ways to save energy and money by making a few minor adjustments to your daily routine. Whether you get our notifications or not, here are a few easy ways you can shift energy use to off-peak periods:

- ▶ Lower your thermostat three degrees during peak hours in the winter months.
- ▶ Wash full loads of clothes in cold water during off-peak times.
- ▶ Run the dishwasher right before you go to bed, or air-dry dishes by opening the dishwasher instead of using the heated dry cycle.
- ▶ Turn off lights and electronics when you're not using them.

We're here to help. If you have questions about your electric bill or need additional energy-savings tips, contact Horry Electric's Energy Management Department at (843) 369-2211. One of our Trusted Energy Advisors will be happy to talk through your bill with you, or recommend some of our programs that might benefit you.

## Enroll in our Smart Thermostat program

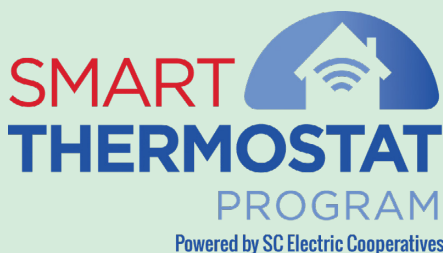
Smart homes are becoming increasingly popular. Horry Electric has added a smart thermostat program where members can purchase an ecobee smart thermostat at a discounted rate. A signed participation agreement is required.

Horry Electric offers two types of ecobee smart thermostats—the ecobee3 lite (\$84) and the ecobee4 (\$151). Members who enroll in the program and purchase an ecobee will

receive a free installation by one of our approved installers.

In addition to adding to your smart home, you'll be able to save on your heating and cooling costs, while also helping Horry Electric hold down the cost of wholesale power.

For any member that stays opted in



to 60% or more of the control events for the 12 months following their thermostat coming online, they will receive a \$50 electric bill credit. The \$50 credit is an ongoing annual opportunity as long as the program continues.

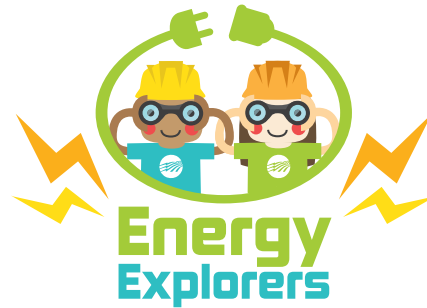
Already have an ecobee smart thermostat? Great! You're also eligible for a \$50 bill credit. All we need is your contact information and the serial number of your smart thermostat.

For full terms and conditions, visit [horryelectric.com/smart-thermostats](http://horryelectric.com/smart-thermostats) or contact one of our Trusted Energy Advisors by calling (843) 369-2211.

# COOPERATIVE WORD SEARCH

As a member of an electric cooperative, you're part of something special!

Read the facts below to learn how co-ops are unique, then find and circle the **BOLDED** words in the puzzle.



## WORD BANK:

- **COOPERATIVES** are local organizations and businesses, so they understand the communities they serve.
- Co-ops don't have customers; instead, they have **MEMBERS**.
- All co-ops are guided by the same set of cooperative **PRINCIPLES**.
- "Concern for **COMMUNITY**" is the seventh cooperative principle.
- Co-ops are led by the members they **SERVE**.
- You're a member of an **ELECTRIC** cooperative, but there are also housing, grocery and other types of co-ops.



## Electrical safety tips for hunters

**SOUTH CAROLINA** is a great state for hunters with many kinds of wildlife game throughout the state. However, there is always a risk of a good hunt going bad.

Horry Electric encourages all members to be aware of electrical equipment, or any utility equipment, while hunting. Take necessary precautions and keep these safety tips in mind as you enjoy the great outdoors:

- ▶ Take notice of posted warning signs and keep clear of electrical or utility equipment (poles, transformers, junction boxes, etc.).
- ▶ Do not shoot at or near power lines or insulators.
- ▶ Know where power lines and equipment are located on the land where you hunt.
- ▶ Be especially careful in wooded areas where power lines may not be visible.
- ▶ Do not place deer stands on utility poles or climb poles. Energized lines and equipment can conduct electricity to anyone who comes in contact with them, causing shock or electrocution.



KEVIN CRAVE/RICKY MARTIN

Horry Electric's Ricky Martin (left) and Kevin Crave stop for a picture after an early morning wood duck hunt in 2020.

- ▶ Do not place decoys on power lines or other utility equipment. Any non-electrical equipment attached to a pole can pose an obstruction and serious hazards to our line crews.

Visit the South Carolina Department of Natural Resources online at [dnr.sc.gov/hunting](http://dnr.sc.gov/hunting) to find out the season schedules, license requirements and other regulations.

## In October, we wear pink

The power of pink is something we support throughout the month of October. This month is Breast Cancer Awareness Month and it's something we hold close to our hearts.

On Fridays this month, you can find most of our service department wearing special shirts (pictured below) to honor two Horry Electric member service representatives that passed away from breast cancer. They wear pink for Tiffany Dixon and Bert Mazyck.

Tiffany started at Horry Electric in March 2004.

"She had two loves — her family and Mickey Mouse," says Dana Cochran, power control technician. "Tiffany had so much love to give. She was such a great mom and so proud of her two boys. She also loved everything about Horry Electric and took great pride in her work. One memory I have of Tif was actually after she passed. She and I always had to verify the vault and we hated seeing an open box of pennies. The week

after she passed, I went into the vault and found an open box. I laughed until I cried, but I knew that was her and she was smiling down on me."

Tiffany passed away on July 15, 2015.

Bert worked at our Socastee Office.

"Bert loved our members and always went above and beyond for them," says Courtney Day, district office supervisor. "She also went above and beyond in her community. She held various positions and always volunteered to help make her community a better place."

Bert was also an active member of our Women Involved in Rural Electrification (WIRE) chapter. She worked at Horry Electric for 26 years before she passed away on August 4, 2017.

The co-op continues to honor their memories, especially around the holidays. You can find a breast cancer-themed Christmas tree at the Conway office each year for those we've lost and for those who have beaten cancer.

We miss Tiffany and Bert each and every day and we continue to pray for a cure.



JENNIFER HARMON

# The never-ending battle of cybersecurity

**OCTOBER IS NATIONAL CYBERSECURITY** Awareness Month and if you're someone who doesn't worry about your information being in the cyberworld, you should. Cybersecurity is not just keeping hackers out or avoiding a phishing attempt. Cyber attacks can come from almost anywhere, and you need to know the risks.

Dale Johnson is Horry Electric's information technology manager and one of the people on the front lines of the co-op's cybersecurity. He also serves on a statewide cooperative Cybersecurity Task Force, a group responsible for sharing information across co-ops and communicating about any attacks that may be taking place.

The group formed after a devastating 2017 cyberattack in Ukraine. "Before the Ukraine incident, as long as we had a firewall and we were keeping hackers

out, everyone thought everything was great. That attack opened a lot of eyes to what could happen with email phishing," says Johnson. "The exploit came from the inside."

Email phishing is simply that. A hacker is dropping the bait in your email and hoping you'll bite. Johnson says common sense is key. "If it sounds too good to be true, it's too good to be true. The Arabian Prince isn't going to share his millions of dollars with you." A lot of emails we get today are phishing attempts, so if you're not sure, look for these red flags:

- ▶ Receiving an email from someone you weren't expecting
- ▶ The email is poorly written/includes bad grammar
- ▶ There's an attachment that requires a password

Part of Johnson's job is to make sure Horry Electric's information, along with member information, is safe. This means making sure the co-op's firewall and servers are up-to-date and protected, employees are updating their passwords and maintaining awareness for cybersecurity. The other part is keeping up with the latest trends and what's happening around the world. There are cyberattacks happening across the globe every minute, a scary reality that has caused Johnson to lose sleep at night.

Johnson says one of the most important things he's learned through the task force relates to "social engineering." "People have to start being trained on how to identify risks," he says. "That's why we periodically send test emails to our users, to help keep cybersecurity fresh in their minds."

"I can do everything on my side of the world, as far as devices and firewalls and security, but if an email gets through and you open it and it (the network) gets infected, there was nothing I could do. That's where the awareness comes in."

**All of our information is out in the world somewhere. Johnson offers some tips to protect your information in Dale's Dynamic Defenses to the left.**

## Dale's Dynamic Defenses

### 1. Hover over links

When you hover, the full link will pop up and show you where it's going. Do you see any weird characters or content not related to the email? If yes, it's probably a phishing attempt.

### 2. Manually go to sites, don't click links

For example, you get a password reset email from your bank. Manually open a browser to go to your bank's website and it will prompt you. If not, you know the email was fake. Be aware of cloned sites via email links. Hackers are good at getting you to enter your info and redirecting you back to the real site before you can realize it was a clone site.

### 3. Use pass-phrases

Experts recommend 16 digits and longer now. Use phrases that are memorable for you. Something like EyeHe@rtH3C#1!

### 4. Never use the same password

If a site gets hacked, hackers will take your info and try to get into any accounts you have with that same password. Change the first or last parts of the password across online sites so nothing matches.

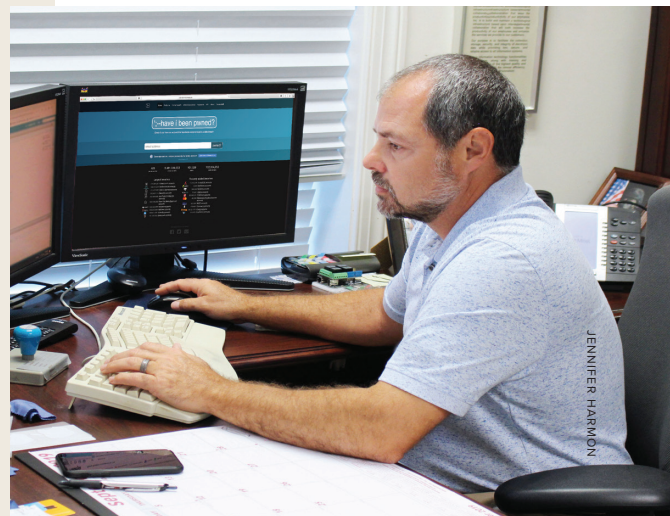
### 5. Use LastPass to remember passwords

LastPass is a great resource to store all your passwords. Remember to periodically change/update them.

### 6. Who has your information?

Want to know if your information is out there? Visit [haveibeenpwned.com](https://haveibeenpwned.com). This will show if a hacker has your info. If the date is recent, change your password for the breached site. This is where using different passwords for different sites is important.

- ▶ Dale Johnson monitors cybersecurity trends to protect HEC.



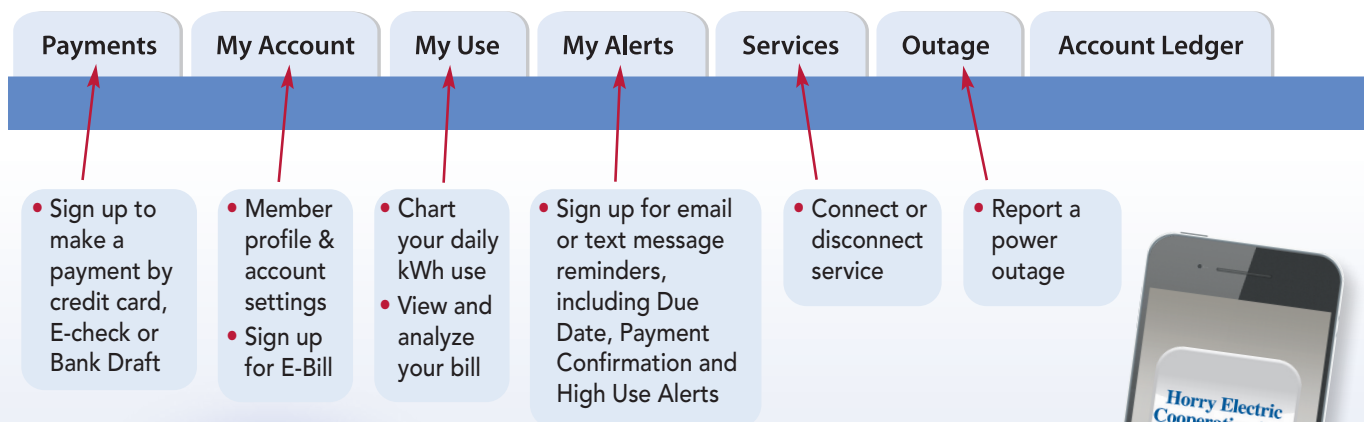
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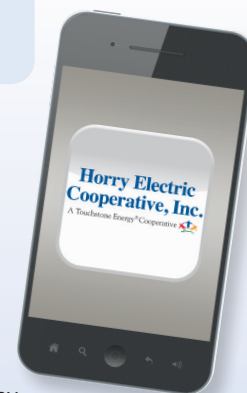
# MyEnergy *online*

is a helpful service from Horry Electric Cooperative

that significantly expands your account management options. Simply go to [www.horryelectric.com](http://www.horryelectric.com), click the MyEnergy Online icon, and you'll have access to an informative, user-friendly site designed with you in mind. It's a virtual service representative—24 hours a day—7 days a week—365 days a year.



Horry Electric's **Mobile App** offers you another way to manage your account anytime, anywhere. Download for FREE from the App Store or Google Play.



MyEnergy Online is safe and secure. You will need your account number and password to login.

If you have not set up your MyEnergy Online Account, click on My Account and create a User ID.

For more information about MyEnergy Online, call us at 843-369-2211.

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