

Horry Electric Cooperative, Inc.

www.horryelectric.com

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**TO REPORT
POWER OUTAGES ONLY**
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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

Five reasons we love serving our members



FEBRUARY MAY BE the shortest month of the year, but it's packed with special observances such as Presidents Day, Black History Month and Valentine's Day. All were created to draw attention to a particular issue or theme.

While it may seem Valentine's Day was created by a greeting card company, it isn't just for those in love. It's also the perfect time to let our family, friends, co-workers and other special people in our lives know we care about them.

With that in mind, we've created our list of the top five reasons why we love serving you—the members of Horry Electric Cooperative.

You are the reason we exist

Horry Electric was organized in 1940 to bring power to the local rural communities. Our mission is to provide you with safe, reliable and affordable electricity. Without you—our members—we wouldn't exist.

You are committed to community

You allow us to carry out the cooperative principle of Concern for Community by supporting our efforts in giving back to the community. With your help, we're able to assist members of our community through programs like Operation Round Up. This program helps members in need and their families obtain essentials, such as food, shelter, clothing and more.

You provide leadership

Members of our co-op serve on the board of trustees, providing guidance for setting co-op priorities and helping to make big decisions. Since our board members live on our lines, they're able to serve the community and identify immediate and long-term needs. Our

diverse membership provides helpful input through their vote on director elections and bylaw amendments.

You help us get it right

Horry Electric members are great about keeping us informed. We work hard to provide uninterrupted service, but occasionally outages occur. Our members are quick to report any potential hazards in the community and are patient as crews work to perform maintenance or restore power as quickly and safely as possible.

We know outages are frustrating and seem to happen at the most inconvenient times. Your support as we work through storms and other outages means a lot to our employees. We also appreciate your feedback on co-op programs and services, such as MyOutage. Your opinions are crucial for the co-op's success, and we thank you for that.

You are Horry Electric

You and other Horry Electric members make up the communities we serve—and for us, it's all about our community. Our employees live and work here. They care about the community the same way you do. This is why we invest in economic development, and why you'll see our employees volunteering at local schools, recreation centers, and other community endeavors.

As a co-op, our mission is to enhance the quality of life in our community and look after its long-term interests. We love serving our members and our local community. Just like you, we want to see our area continue to prosper.

Daniel B. Shelley, III

DANIEL B. SHELLEY, III
Executive Vice President and CEO

Bradford Pear Bounty

BRADFORD PEAR TREES are known for having pretty blossoms, but also for their foul odor. These trees are not native to the United States, but can be spotted throughout South Carolina. They also pose a threat to our system during storms. Bradford Pear branches are known for breaking during storms and causing outages.

Homeowners have the opportunity to cut down their Bradford Pear trees and replace up to five for an equal number of free, healthy, native, replacement trees through the Bradford Pear Bounty. This is a collaboration between Clemson Extension and the South Carolina Forestry Commission.

Horry Electric will not cut down Bradford Pear trees for members, unless the tree is in our right-of-way area and on the schedule for our trimming cycle.



Property owners are responsible for tree removal.

These are the participation requirements from Clemson Extension's website:

- ▶ Pre-registration is required, once available.
- ▶ Only the property owner can register and get the trees.
- ▶ Any South Carolina resident can participate in the program.
- ▶ Property owners are responsible for tree removal.
- ▶ Take a photo of yourself with the cut tree (a selfie, if you will) and bring it

to the exchange event.

- ▶ Replacement trees will be distributed on a first-come, first-served basis while supplies last. If your preferred replacement tree is not available at the time of distribution, you will be provided with a healthy alternative. Specific tree species cannot be reserved ahead of the event.

Horry County's exchange date is set for Saturday, March 5 from 8 a.m. until noon at 200 Laurel Street in Conway. For more information, visit www.clemson.edu/extension/bradford-pear/index.html.

34 years of dedicated service



RICKY LOWDER is Horry Electric's senior marketing and energy management representative. He started at the co-op in January 1988 as a field service representative, otherwise known as a meter reader. Two years later, Lowder transitioned to the energy management department.

If you've ever had a question about your energy use or one of our energy programs, you've likely spoken to Lowder. "I'm going to miss all the relationships

and connections I've made over the years," Lowder says. "I've gotten to know so many members in the community just by talking to them on the phone or meeting with them in the field."

Born and raised in Horry County, Lowder graduated from Loris High School. He now calls Green Sea home.

After 34 years of service, Lowder plans to spend time with his wife (Carla), daughter (Karen), and his furry four-legged grandbabies (Asher the Golden Doodle and Addison the Persian cat). An avid lover of the outdoors, Lowder also plans to play a round of golf every now and then. If he's not golfing, you'll probably find him working outside in his yard.

"I have genuinely enjoyed my career at HEC and will miss my co-workers and our members dearly."

February promotion—Operation Round Up

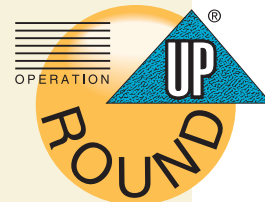
Members of Horry Electric have the opportunity to participate in an innovative program that provides funding for co-op members in need of food, shelter, clothing and healthcare.

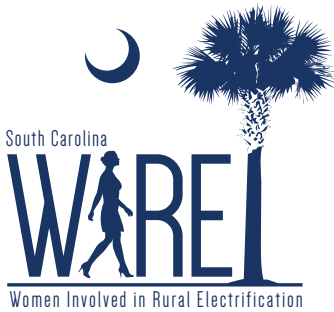
By rounding your bill to the next highest dollar, the extra cents collected from each member goes into the Operation Round Up fund. The average member will contribute about six dollars a year, which amounts to less than \$0.02 per day. Money collected stays right here in your co-op community.

This program is administered by the Horry Electric Trust, a board of community leaders from Horry County who serve on a voluntary basis.

During the month of February, any member who signs up as a new participant in our Operation Round Up program will be automatically entered into a prize drawing for one of five \$50 electric bill credits!

Members have until 4:59 p.m. on Monday, Feb. 28 to sign up. To enroll in Operation Round Up, log into the MyEnergy Online portal, call (843) 369-2211 or visit <https://horryec.info/round-up>. The winner will be announced in early March. Visit our website at horryelectric.com for contest rules.





Apply now for 2022 WIRE scholarships

JENNY BALLARD WAS PERSISTENT in pursuing the things she felt needed to be accomplished. It's a trait that helped her and women like her launch Women Involved in Rural Electrification (WIRE)—a service organization associated with South Carolina's electric cooperatives—40 years

ago. It's also why a scholarship for women returning to school was named in her memory.

Sponsored by WIRE, the Jenny Ballard Opportunity Scholarship is a one-time award available to adult female members of Horry Electric whose pursuit of a college degree has been interrupted or delayed. The scholarship is based on need and personal goals. The deadline to apply is June 1.

"We know there are so many inspiring women in our community who are resuming their education after starting families and careers," says Susan Brown, WIRE coordinator at Horry Electric. "They are an inspiration to us and their fellow members and this is an opportunity to support them."

Horry Electric member Erica Gore was awarded the Jenny Ballard Opportunity Scholarship in 2021 to complete her associate degree in baking and pastry arts from Horry-Georgetown Technical College.

Application forms for the 2022 WIRE scholarship are available online at SCLiving.coop/scholarship. Applicants for the program must:

- ▶ Be a member of Horry Electric Cooperative or another South Carolina electric cooperative.
- ▶ Have graduated from high school or earned a GED at least 10 years ago.
- ▶ Be accepted into an accredited S.C. college or university.
- ▶ Demonstrate financial need and clear academic goals.

Recipients will receive scholarships for the fall 2022 or spring 2023 semester, with funds paid to the college or university.

Completed application forms can be attached to an email addressed to Peggy.Dantzler@ecsc.org, or mailed to Peggy Dantzler, The Electric Cooperatives of S.C., 808 Knox Abbott Dr., Cayce, S.C. 29033.

\$1,500 scholarship available from HEC WIRE

A \$1,500 SCHOLARSHIP is available for co-op members and dependents of members, courtesy of Horry Electric Cooperative's chapter of the community outreach organization, Women Involved in Rural Electrification (WIRE).

The award is for one academic year for a freshman entering Coastal Carolina University or Horry-Georgetown Technical College in the fall. The recipient will receive \$750 for the first semester; they must have at least a cumulative 2.5 GPA at the end of

the semester to receive the other \$750.

Applications are available at your local high schools or by emailing susan.brown@horryelectric.com. Applications and the required essay must be received by March 1, 2022, at noon.

Mail to: Mrs. Susan Brown
Horry Electric Cooperative, Inc.
P.O. Box 119
Conway, SC 29528-0119
Details: (843) 369-6323



Kaitlyn Federkeil

HEC member wins \$100 gift card

Sign up now for Beat The Peak

HORRY ELECTRIC MEMBER Kaitlyn Federkeil of Myrtle Beach is our local Beat The Peak winner for the fall contest. Federkeil was randomly selected from over 12,000 Horry Electric members enrolled in Beat The Peak.

This program is completely voluntary and allows members to sign up for peak alerts. By joining, members can help prevent a heavy load on our system. Energy is the most expensive during peak times. By working together to reduce our demand during peak times, we can save the cooperative and members money.

When you sign up for Beat The Peak, you can choose to be notified about a peak time via call, text or email. There are several ways you can help Beat The Peak during the winter months:

- ▶ Lower your thermostat by three degrees.
- ▶ Wash clothes in cold water, if you have to do laundry during a peak time.
- ▶ Avoid using any major appliances.
- ▶ Turn OFF any unused lights.

For more questions or tips, contact one of our Trusted Energy Advisors at (843) 369-2211. Visit horryelectric.com to sign up and help us Beat The Peak. Also, stay tuned for our next Beat The Peak gift card contest!

Big week at the beach

Touchstone Energy Cooperatives Bowl brings top players to area

BY JOSH P. CROTZER

FOR SEVERAL WEEKS prior, their Friday nights had been filled with cheers, marching bands and gridiron contests crucial to the pride of their communities. But on this December evening, after they'd wrapped up a week of practice before their final prep game, the best high school football players in South Carolina listened intently as Horry Electric Cooperative linemen exhibited the tools and skills of their job.

"I think the players enjoyed the skills we showed them and also the little bit of information we could share with them about electricity and what it takes to work in this industry," says Horry Electric Advanced Line Technician Phillip McClellan. "It was an awesome experience, and we love the opportunity to share what we do any chance we get."

The high school all-stars were participating in Lineman Demo Day, in which they explored careers as lineworkers through six hands-on demonstrations presented by the



JOSH P. CROTZER

Myrtle Beach High's Adam Randall leaps to catch a touchdown pass for the South team.

Horry Electric linemen. It was one of many experiences of the Touchstone Energy Cooperatives Bowl before the annual all-star game at Doug Shaw Memorial Stadium on Dec. 11.

"I think over half of the football players that came through were genuinely interested in learning and asked questions about how different things work," says Justin Cummings, an A-class line technician with Horry Electric. "It surprised me how much knowledge they had about what electric linemen do."

They even had a few players express interest in line work as a career.

"I've always wanted to be a lineman," says Kevin Diggs, a wide receiver from Chesterfield High School. "I've registered for the lineman program at Horry-Georgetown Tech."

In addition to Lineman Demo Day, the players were treated to a ride in the Touchstone Energy Cooperatives hot air balloon.

Shopping spree, children's glee

The day before the Horry Electric lineman made new friends at their demonstration, the players did the same at a local Target. Part of the week's experience was a Christmas shopping spree for 44 deserving kids from Horry County Schools. South Carolina's electric cooperatives provide each child, chosen by school district officials, a \$150 Target gift card. A player each from the North and South squads escorted a child through the store helping them find and select the clothes, toys and other items on their Christmas list.

"It's been a great experience with



TRAVIS BELL

All 88 Touchstone Energy Cooperatives Bowl all-stars went shopping with 44 Horry County kids to help them spend a Target gift card provided by the electric cooperatives.

these kids, especially being from Myrtle Beach,” says Adam Randall, a wide receiver from Myrtle Beach High and a South Carolina Mr. Football Finalist. “Just seeing these kids enjoy their Christmas, I’m just happy to be able to create a good experience for these kids and to be out here, doing the best thing that we can do for them.”

Touchstone Energy Cooperatives Bowl executive director Scott Early hopes the memory is lasting for the players as well.

“As much time as we spend helping them improve as football players, we want them to be even better men,” says Early. “The shopping spree allows them to see first-hand the good that they can do as leaders in their community.”

Randall was joined on the South squad by Pirate quarterback Ryan Burger, Conway High receiver Carlton Terry, Carolina Forest running back Luke Janack and Green Sea Floyds offensive lineman Jesus Gutierrez.

A win for the home team

Players hailing from Horry Electric’s service territory played big roles in the South team’s 20-17 victory over the North. Randall caught three passes for 53 yards, including a spectacular 19-yard touchdown reception from Burger. The Myrtle Beach quarterback threw for a total of 151 yards, completing 16 of 21 passes. Terry was a favorite target of all of the South quarterbacks, hauling in nine passes for 96 yards and a touchdown. That effort earned him offensive MVP honors in the game.

Regardless of the score, the game is a big win for Myrtle Beach and the surrounding area. That’s why Horry Electric CEO Danny Shelley is proud that South Carolina’s electric cooperatives sponsor the annual all-star game.

“It’s an honor to welcome and host these fine student athletes, their coaches, and families from all over our state,” says Shelley. “They’ve represented their communities and their cooperatives well.”



Fifth grader Wizdom Blocker got a slam dunk for Christmas thanks to the Touchstone Energy Cooperatives Bowl and South Carolina’s electric cooperatives.



▲ Carlton Terry (left) gets some hands-on experience with line equipment as Horry Electric’s Sean Brown instructs.

◀ Horry County’s all-stars top, (from left) Conway assistant coach Steven Parsley, Carlton Terry, Ryan Burger, Adam Randall, Luke Janack, and Jesus Gutierrez with Horry Electric’s linemen Sean Brown, Phillip McClellan, Scott Smith and Justin Cummings.

Get Ready to Rodeo!



The 2nd annual
South Carolina Lineman's
Rodeo

Saturday, March 26!

Hosted at
Horry Electric Cooperative
in Conway

Watch electric cooperative
linemen from across the state
demonstrate their skills in a fun,
family-friendly environment.

See you there!

Horry Electric Cooperative, Inc.

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