

Horry Electric Cooperative, Inc.

horryelectric.com

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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



New rate structure starts in September

SINCE OUR MAY

announcement about the new rate structure—which begins with your September 2024

use—we have been working to inform members through letters, *South Carolina Living* magazine and emails.

I would like to take this opportunity to give you some helpful information regarding the electrical loads in your home and how they relate to the new rate structure.

Small loads

While it is always true that “every little bit helps,” some appliances in your home warrant less attention than others.

My column in the November/December edition of *South Carolina Living* talked about high demand users in your home. I talked about how it’s not the Christmas lights that drive your electric bills. In addition to lights, there are a number of devices in your home that use a relatively small amount of electricity.

For example, a TV uses around 250 watts, a ceiling fan around 100 watts and a washing machine around 500 watts. It’s always a good idea to be mindful of how much you use these devices, particularly during peak hours. However, these do not deserve as much attention as other appliances in your home.

Larger loads that run a few minutes

Some things in your home place a larger demand on the system, but only run a few minutes at a time. Toasters and microwaves, for example, are usually in the 1,000 to 1,200 watt range, but they don’t run for long. Your hair dryer is usually around 1,500 watts, but it typically only takes a few minutes to dry your hair. A one horsepower well pump is usually around 1,100 watts, but it typically takes the pump just a few minutes

to fill the tank in your pump house. Since the new Peak Charge is based on the demand (measured in kilowatts) and the amount of time something runs, low run times mean these electrical loads also have a smaller impact. These devices deserve some attention, but should not be your focus.

Larger loads that run a long time

The final category of these checks both boxes—large electrical loads and longer run times. I mentioned a washing machine in the first category, but what about an electric clothes dryer? Both easily run for an hour per load of clothes. While a typical washing machine is only 500 watts, the electric clothes dryer can be 5,000 watts. Similarly, popping a bag of popcorn in the microwave requires around 1,100 watts and runs for a few minutes. Baking a cake in the oven requires around 3,200 watts and will likely take an hour.

With the new rate structure, running any of these large appliances during the 21 off-peak hours each day will help reduce your peak. Remember, for 21 hours, you can use all the electricity you need for \$0.069 per kilowatt-hour, as compared to the average \$0.124 today.

This last category is the one you want to pay attention to during peak hours on the residential rate.

Remember, the restructured rate begins with your September use. You can find your official start date on your letter or by viewing your account comparison on horryelectric.com. If you have any questions, give us a call at (843) 369-2211 and select Option 3.

DANIEL B. SHELLEY, III
 Executive Vice President and CEO

HEC employees find savings with new rate

BY JOSH P. CROTZER

SINCE AUGUST 2023, some Horry Electric Cooperative employees have field tested the newly restructured rate at their homes through a co-op pilot program. Just like other members of Horry Electric, they've been encouraged to make adjustments during peak hours that fit their lifestyle. Here are a few testimonies of those experiences:

Major benefit to members

Carla Major, who works in the billing department at Horry Electric Cooperative, takes a “do as I say, not as I do” approach when it comes to the cooperative’s restructured rate.

“I’m a work in progress when it comes to the air conditioning,” says Major, who hasn’t adjusted her thermostat setting yet to lower peak demand charges.

Still, she’s got plenty of good advice to share with fellow Horry Electric members, and as much as \$75 in monthly energy cost savings as evidence of their effectiveness.

“We pick our poison,” says Major. “In our home, if we’re going to run our air full blast, then we’re not going to do anything else between 3–6 p.m. No cooking. No laundry.”

In addition to Horry Electric, Major also works at Conway Recreation Sports and Fitness Center where she’s helped co-workers understand the new rate structure and shared some of the things she’s learned. She was able to show them what their previous bills would have been under the new rate. For one of them, there was just a \$4 difference.

“She was happy to see that,” says Major. “She knew she could easily fix that \$4 and more with small adjustments.”

The experience of participating in the restructured rate pilot program has been a benefit, according to Major.

“I’m not just reading from a script to them,” she says. “I’m telling them what I’ve experienced and the things I’m doing that have helped in my household.”



JOSH P. CROTZER

Like the magnet on her dryer, Carla Major helps others remember to avoid doing laundry during peak hours.



JENNIFER CUMMINGS

Reducing his gas-fueled heat in the winter wasn’t going to help Horry Electric Supervisor of Metering Blake Strong avoid peak charges, but he still found ways to save.

Staying in the green

Like a lot of his Horry Electric co-workers, Blake Strong was uncertain of the impact the co-op’s new rate structure was going to have on his bill. One reason is because he lives in a Conway neighborhood where his heating is fueled by gas, not electricity.

“I was a little nervous,” says Strong. “I wasn’t sure how much we could save.”

Even without the factor of decreasing his thermostat setting during winter mornings to avoid energy peak charges, Strong still saw an overall reduction on his power bill during the winter season (November–March).

“The biggest thing we’ve done to save is not drying clothes during peak hours,” says Strong.

“That was a change that took some getting used to, but the dryer magnet helps me and my wife remember.”

During the summer peak season (April–October) Strong was able to save even more by scheduling cooling adjustments, while keeping his wife, GiGi, and three-year-old daughter, Eliana, comfortable.

“We have a smart thermostat and keep it at 73 degrees most of the day,” says Strong. “But at 1 p.m., it drops to 71 degrees then goes to 76 degrees from 3 to 6 p.m.”

Strong says there have been a few months in which his bill has been higher than it would have been on the old rate, but the past year’s savings have averaged to \$7 per month.

“Overall, we’re in the green,” says Strong.

Just like Major and Strong, members can compare energy charges between the current and new rates on the Horry Electric Rate Center (horryelectric.com.)



Bright Ideas

EDUCATION GRANTS

HEC awards \$15,000 to teachers

CELEBRATING TEACHERS and their innovative ideas is the reason for Horry Electric's Bright Ideas Education Grants program. For Back to School Month, we're proud to feature the 16 teachers who were awarded Bright Ideas grants, totaling \$15,000.

Christina Prince, Waterway Elementary

Entry: Multilingual Parent Resource Library

Award: \$650

The grant will help build a resource library for students with parents who speak English as a second language, to further help their children learn English.

Heather Price, Waterway Elementary

Entry: Face the Music and Learn

Award: \$650

Price will incorporate various genres of music into every learning period throughout the day to help improve mental health, reduce stress and improve memory.

Joey Hernandez, Academy for Arts, Science & Technology

Entry: The Game of Life

Award: \$700

Based on the popular board game, The Game of Life will give students a taste of life after high school. Students pick a career and receive the average salary to build and manage their monthly expenses.

Kimberley Myers, Aynor High School

Entry: Design to Fabric

Award: \$1,000

Students will learn graphic design to create designs and transfer those to fabric, similar to fashion designers.

Kaitlin Eriksen, Conway Elementary

Entry: Disc Golf Frenzy

Award: \$1,000

Eriksen will incorporate a portable disc golf course for students during physical education to practice a sport that will be practical once they're older.

Stephany Floyd, Conway Elementary

Entry: Bring Learning to Life

Award: \$1,000

Students will practice basic skills through hands-on learning using OSMO technology, as they operate a virtual pizza company.

Rachael Waldo, Conway Middle

Entry: Breaking "Into" the Cycle

Award: \$1,000

Waldo will help students dissect owl pellets to learn about the flow of energy that supports the life of all organisms on Earth.

William Chappell, Early College High

Entry: Early College Broadcast

Award: \$1,000

Students will interview ECHS alumni and produce creative content to help share the story of the school and recruit future students.



Aynor High School students stand with Family Consumer Science teacher Kimberley Myers (center), as she holds her \$1,000 check for her Bright Ideas grant.

Visit Horry Electric's social media pages to see all the teachers who were awarded Bright Ideas grants.

Wendy Savoca, Forestbrook Elementary

Entry: Renewable Energy Sources

Award: \$1,000

Students will learn about the current energy crisis in America and research various renewable energy sources.

Cody Knight, Green Sea Floyds Elementary

Entry: Manners Week

Award: \$1,000

Knight will help teach students the importance of effective and respectful communication, table manners and etiquette to prepare them for the future.

Ashley Breda, Loris Middle

Entry: Growing Pride Garden

Award: \$1,000

The project's goal is to incorporate STEM exploration in an outdoor environment, building an understanding of agriculture.

Stephanie Jones, Myrtle Beach High

Entry: Leather Work and Craftsmanship

Award: \$1,000

Students will learn leather working and design skills to create their own leather jewelry or keychains.

Tonya Hartley, Ocean Bay Elementary

Entry: Green and Growing

Award: \$1,000

The project's goal is to increase students' love for the outdoors and foster curiosity when it comes to nature.

Deanna Futrell, Socastee High

Entry: Connecting Multilingual Communities

Award: \$1,000

High school multilingual learners will create mini lessons to teach elementary students about Hispanic culture.

Jeff Gibbins, Socastee High

Entry: Grocery Budget Activity

Award: \$1,000

The project's goal is to provide students with a real-world application of daily living and math skills. Students will plan and prepare a meal for four using an itemized grocery list that fits their budget.

Anna Baeli, Waterway Elementary

Entry: Science of Reading

Award: \$1,000

Baeli will help teach students to be proficient, confident readers and writers, by exposing students to a library of online books and learning.

Unique experiences abound

Horry Electric sends four teens on Washington Youth Tour

JOSH P. CROTZER

THROUGHOUT HIS Washington Youth Tour experience, Gavin Zebadua of Myrtle Beach was required to pass through several security checks. Whether at the airport, the Longworth House Office Building, or the United States Holocaust Memorial, almost every doorway had a metal detector.

Zebadua never made those scanners buzz, but the grenade-shaped bottle of The General's Hot Sauce he purchased from the National Museum of the Marine Corps gift shop did make the guard stationed at the entryway to Arlington National Cemetery take a second look—and laugh.

“I’m pretty sure it made her day,” says Zebadua. “It was embarrassing, but if my misfortune can make others laugh, that’s perfectly fine with me.”

That was hardly the highlight of the rising high school senior’s trip, as he joined 56 other student delegates representing South Carolina’s electric cooperatives on Washington Youth Tour, an all-expenses-paid trip to the nation’s capital and surrounding landmarks.

“I really like the Smithsonian Natural History Museum,” says Zebadua. “It’s much bigger than any museum I’ve been in. It was unlike anything I’ve ever seen before.”

Zebadua was one of four local students sponsored by Horry Electric, including Zy Jackson of Loris, Jiegnhuo Caimoso of Conway and Makayla Wayne of Conway. The students spent six days in the nation’s capital area visiting historical and educational sites like George Washington’s Mount Vernon, the National Museum of African



PHOTOS BY JOSH P. CROTZER

Jiegnhuo Caimoso (middle) and his fellow South Carolina youth tourists head up the stairs in the home of George and Martha Washington at Mount Vernon, using the same banister the Washingtons would have used.

American History and Culture, the National Mall, and the National 9/11 Pentagon Memorial.

For Wayne, the visit to the Vietnam Veterans Memorial was special because she volunteers at local nursing homes where many Vietnam War veterans reside. All the South Carolina students were given the name and biography of a person from their area that is memorialized on the iconic wall so that they could etch the engraving. Wayne engraved the name of U.S. Army Sgt. Eugene Huggins, who was killed in action in 1970.

“It was very sad, but I think it’s great the way we honor the people who died fighting for us,” says Wayne. “I never knew etching was something you did. I was glad to be able to make that connection while I was there.”

In addition to the museums, memorials and monuments, the students also spent a day at the U.S. Capitol where they toured the complex, visited Congressional offices and met with staff members. Afterwards, U.S. Sen. Lindsey Graham and U.S. Sen. Tim Scott spent time talking with the students and answering their questions on the Capitol steps. Once again, for Zebadua, it was humor that highlighted the experience

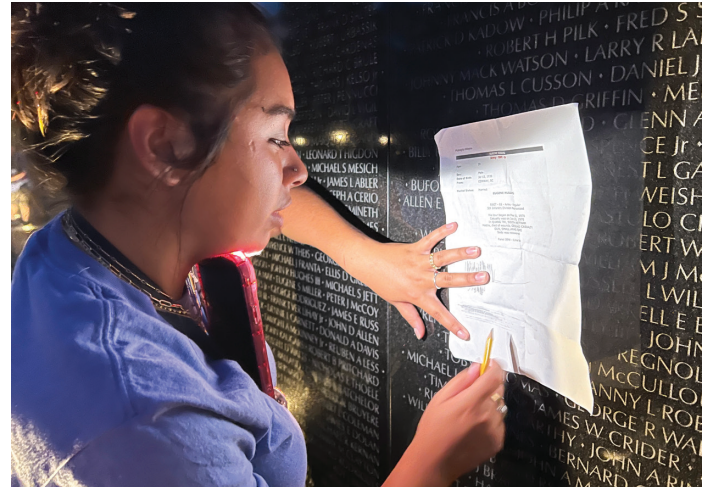


Horry Electric sponsored students who experienced their nation’s capital on Washington Youth Tour were (from left) Gavin Zebadua, Jiegnhuo Caimoso, Makayla Wayne and Zy Jackson.

when Sen. Graham quipped that there would be no Social Security left for him and his peers.



Zy Jackson takes in a view of Washington, D.C., from the observation deck of the Old Post Office Tower.



Makayla Wayne etches the name of a Conway hero from the Vietnam Veterans Memorial Wall.

“That’s my kind of sense of morbid humor,” says Zebadua. “It’s at least comforting to hear that people making decisions are aware of the issues that my generation is going to have to deal with in the future.”

Throughout the trip, the students participated in the Soda Pop Co-op. The student-run co-op sold snacks and beverages to their fellow youth tourists out of the charter bus’s luggage bin in between stops and at the end of their jam-packed days. Some of the students served as cooperative board members, others were a part of the management team. As member-consumers, the students each received \$7 in capital credits, their share of the co-op’s end-of-trip margins. The exercise allowed the students to learn first-hand how the not-for-profit co-op business model works.

In a display of the Seventh Cooperative Principle, “Concern for Community,” the students donated a portion of their capital credits, a total of more than \$50, to a good cause. The donation went to Kid’s Closet, a co-op affiliated outreach program that provides essential items like hygiene products and laundry detergent to temporarily homeless youth throughout South Carolina.

South Carolina’s youth tourists were not the only student delegates in Washington. They were among more than 1,600 students representing electric cooperatives across the nation. The students traded their state pins with one another and went on a riverboat dinner cruise along the Potomac River. Youth



Sen. Tim Scott speaks to South Carolina Youth Tour students during their visit to the Capitol.

tourists from across the country also gathered for National Youth Day where they learned about the rich history of electric cooperatives and the important role of being an active participant in our democracy.

For Caimoso, the entire experience was one that he says he’ll never forget and he’s grateful to Horry Electric for making it possible.

“Meeting people from all over the country was one of the highlights of the trip,” says the rising senior at Conway High School. “It has been such a wonderful adventure that I can reminisce about and share with my family and friends.”

Design HEC's Christmas card

CHRISTMASTIME IS QUICKLY APPROACHING, which means Horry Electric is searching for a great Christmas card to send out this year!

We're looking for the help of students in kindergarten through fifth grade. Students are encouraged to be as creative and colorful as possible, while incorporating the electric cooperative into their Christmas card theme. This could include:

- ▶ Willie Wiredhand (co-op mascot)
- ▶ Bucket/line trucks
- ▶ Linemen/employees
- ▶ Power lines
- ▶ Light bulbs
- ▶ Co-op territory scenery

Horry Electric will present a \$100 cash award to the student whose card is chosen for the co-op to send out this Christmas.

Visit horryec.info/Christmas-card for the official contest rules and submission instructions. For questions, contact Jennifer Cummings at jennifer.cummings@horryelectric.com or call (843) 369-6331.

System-wide inspections

Crews could be working in your area

HORRY ELECTRIC CREWS work year-round to inspect electrical equipment across our service territory. If a piece of equipment needs to be repaired or replaced, crews respond quickly to make the necessary repairs or upgrades.

Horry Electric also has contractors who work throughout the year on various jobs, including building power lines, boring and vegetation management.

What you will see


When Horry Electric crews are in your area, you will see:

- ▶ Employees in Horry Electric uniform (each employee has an ID badge for identification). Contractors who work with Horry Electric also have ID badges.
- ▶ Employees on your property.
- ▶ Horry Electric vehicles/side-by-sides/golf carts.
- ▶ Machines working.

Important reminders

HEC does not allow any sort of attachments on any piece of electric co-op equipment. Horry Electric's Bylaws and Service Rules and Regulations state members agree to grant the cooperative access to electric equipment, including the

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Christmas Card Contest

Contest Requirements

- Please include the "Horry Electric Cooperative" logo or "HEC" on the cards.
- Cut-outs or computer designs cannot be used on the card.
- The card format is an 8 1/2" x 11" sheet of paper folded in half. Other sizes will not be accepted.
- Children in K5-5th grade may enter.
- Children will design the **front** and **inside right** of the card only.
- ALL entries must include the following information on the back of the card: student's first and last name, school name and grade level.



Horry Electric vehicles have a yellow oval decal with co-op mascot Willie Wiredhand waving in the center.

meter. These rules and regulations are in place to keep everyone safe. It's also important to remember the vegetation maintenance requirements for overhead and underground service, in addition to the meter base(s) at your service location. You can find the requirements on horryelectric.com.

Contact us with questions

Horry Electric wants to remind members that personnel/crews can be in your area at any time. If you ever have questions regarding system inspections or daily jobs, call (843) 369-2211.