

Horry Electric Cooperative, Inc.

horryelectric.com

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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



Home is where the co-op is

I'D LIKE TO START my first column to the members of Horry Electric by saying it's an honor to be entrusted

with the responsibility of serving as the cooperative's new executive vice president and CEO. I may be new to this position, but I have spent almost 30 years working in the electric cooperative world.

I knew from an early age that I wanted to work in the electric utility industry. Since college, I have been fortunate to work at multiple utilities, including two electric cooperatives. Growing up and working alongside my dad at Coastal Refrigeration, I learned a lesson that always stuck with me—always take care of the customer.

Co-ops take this lesson to the next level because you are not a customer, you're a member and an owner. This is the part of the cooperative business model that I fell in love with. I started working at Palmetto Electric Cooperative in 1996 as a system engineer. Two years later, I was grateful for the chance to return to Conway and join my local co-op. Having grown up in Conway, Horry Electric was always a part of my community. I was excited to begin a career dedicated to serving the place I call home.

At Horry Electric, I have served as a system engineer and spent the last 23 years working as the Manager of Engineering. I've had the privilege of learning from two influential chief executives—Danny Shelley, who retired this month, and Pat Howle, who served as Horry Electric's CEO for 24 years. Under their leadership, the co-op has experienced exponential growth. When I started at Horry Electric, we served around 34,000 meters. Today, that number has grown to more than 98,000. I greatly admire Shelley and Howle for their ability to adapt to the ever-evolving electric industry. No matter the circumstances, their priority has always been providing safe, affordable and reliable

Reed Cooper

EDUCATION: Bachelor's degree in electrical engineering, University of South Carolina.

COMMUNITY SERVICE: Served four years as an executive board member for the South Carolina Baptist Convention. Served as a chairman deacon and finance committee chair at Oakey Swamp Baptist Church. Committee member of Myrtle Beach Regional Economic Development and past member of Rotary Club and Toastmasters.

CERTIFICATIONS: Licensed Professional Engineer (P.E.) since 2003, Robert I. Kabat Management Internship Program (2006) and Cooperative Financial Professional Certification (in progress).

FAMILY: Reed and his wife of 24 years, Shonda, live in Conway with their daughter, Gracie, who is a sophomore in high school. Their oldest son, Landon, is a junior at The Citadel in Charleston.

service to members. I plan to hold this to the highest standard, keeping in mind that all decisions should be made with our members' best interests at heart.

This reminds me of the second rule I learned from my dad—doing the right thing for the right reason.

I am excited to work with your board of trustees and the great group of employees who are all focused on doing what is best for our members. I have a passion for electric co-ops, especially Horry Electric, because this is home. I am deeply honored to have the opportunity to serve you as we grow and move forward into the future.

J. REED COOPER, P.E.
 Executive Vice President and CEO

The start of something new

FIVE HORRY ELECTRIC EMPLOYEES are embarking on a new journey this month as they step into retirement. From the member service department to engineering to the field, these employees have remained committed to the members of Horry Electric.



PHOTOS BY JENNIFER CUMMINGS

At your service

Lynn Elvis has been a welcoming face at Horry Electric for 30 years. Her role as a member service representative (MSR) has been more than just a job, it's been a calling.

"I'm a people person, I truly love people," says Elvis. "I'm definitely going to miss interacting with our members."

After starting as a cashier, Elvis moved to working as the receptionist before transitioning to the call center. As an MSR, her job

Lynn Elvis looks forward to supporting her church and community, as well as tackling a list of home projects, in retirement.

includes assisting members with connecting or disconnecting service, arranging outdoor light installations and answering member questions.

Over the course of her career, Elvis has witnessed a technological transformation. The daily task of connecting service for a new member starts with paperwork. Once the account is created, the job order to create a new service location is sent to the engineering department to stake out the job and add it to the utility map. From there, the job order moves to the warehouse to make sure the materials needed are in stock for construction crews to build the service to the residence. At the completion of the service, the job order is returned to billing to make the account active.

What once required extensive paperwork and manual status updates now flows seamlessly through digital systems.

"The time frame for the flow of paperwork through the various departments with real-time notifications is amazing," says Elvis.

Now, as she steps into retirement, Elvis looks forward to supporting her church and assisting her husband, who serves as the church's administrative pastor. She also plans to spend more time with her family and grandkids, while also tackling a list of home projects. Her true passion—serving her community—remains unchanged; it will just be in a different form.

"I am truly grateful, and the Horry Electric family will forever have a place in my heart."

Retirement features continue on page 12A.

From the utility maps

The journey of installing underground power lines begins long before any digging starts. For Don Anderson, a main player in the mapping and staking division of the engineering department, it all starts with detailed planning to bring subdivisions to life with safe, reliable electricity.

For 18 years, Anderson has worked closely with developers in Horry County, coordinating the construction timelines for new subdivisions and determining when crews will install electric services for homes. His work involves thorough preparation years in advance. Using architectural software such as AutoCAD, Anderson translates subdivision blueprints into precise maps that detail where power lines will be placed.

"When it's time for construction to begin, I update the maps regularly and provide crews with the information they need to locate power lines as they dig," Anderson explains.

A Conway native, Anderson's familiarity with the area runs deep. After graduating from Conway High School, he served in the Air Force before starting his career at Horry Electric in 2005. Initially working as a dispatcher in system control, he monitored field crews before transitioning to the mapping and staking department. This move allowed him to gain a broader understanding of the company's operations.

"In mapping and staking, we touch every aspect of what it takes to energize a new meter," says Anderson. "From the moment a member steps through our front door and the meter is turned on, we're ensuring everything runs smoothly—from recording readings to sending service orders to the billing department."

Anderson's role is pivotal in turning blueprints into powered neighborhoods, ensuring every home has access to the electricity that makes modern living possible.

As Anderson steps into retirement, he plans to study a different kind of map—a world map.

"My wife and I want to take the next year and travel," says Anderson. "We took a trip to Ireland this past September and I am planning a trip to South Africa in April."

"Horry Electric has been a great company to work for and I'm certainly going to miss my coworkers and our members."



Don Anderson plans to spend the next year traveling with his wife.

HORRY EXTRA

Horry Electric's Executive Vice President and CEO Danny Shelley is retiring after 33 years. Read about how his love for the co-ops started at a young age on pages 12B-C.

PHOTOS BY JENNIFER CUMMINGS



While Rusty Cannon has no specific plans for retirement, he intends to “take life one day at a time and enjoy whatever each day brings.”

To the heart of the grid

For 40 years, Rusty Cannon has dedicated his career to ensuring reliable power for the community as a substation technician. His journey with Horry Electric began in 1985 as a summer intern, followed by a role on a line crew. Three months later, he found his calling in the substation department, where he’s worked ever since.

Each day brings something new for Cannon. He maintains and installs equipment across Horry Electric’s 27 substations, which power nearly 100,000 meters throughout the county. The job has evolved dramatically over the years, driven by advancements in technology.

“When I started, everything was done ‘by hand,’” Cannon recalls. “Now, without a computer in your hands, you’d be lost.”

With 27 substations online and three more in development, Cannon appreciates the variety in his work. One day, he might be replacing a voltage regulator to ensure consistent power flow for members’ equipment. The next, he could be working with factory representatives to install a new power transformer.

The rapid growth in Horry County over the past four decades has been astounding, Cannon notes. “If the co-op grows as much in the next 40 years as it has since I started, it’ll be unbelievable,” he says.

As for what’s next? Cannon is ready to embrace a slower pace.

“I have no big plans,” he says with a smile. “I’m going to take life one day at a time and enjoy whatever each day brings. But I’ll definitely miss all the people I’ve met and worked with over the years.”

Powering your lives

Climbing poles, building power lines, digging underground services and conducting system inspections have been all in a day’s work for Jamie Prosser during his remarkable 35-year career as a lineman. Now, after decades of ensuring safe and reliable electricity for Horry Electric members, Prosser is retiring, trading in his bucket truck for his trusty ’05 Chevy pickup.

Prosser began his journey at Horry Electric in 1990 as a groundman, quickly developing his skills in linework. Within five years, he earned advanced line technician status—the highest status of a crew lineman. Over the years, he has witnessed and adapted to significant changes in both the industry and the community he serves.

“The best part of the job wasn’t just the work itself but the camaraderie that came with it.”

“When I first started, we free-climbed poles without any safety belts to secure us,” Prosser recalls. “If our hooks slipped, we’d fall all the way to the ground.” Thankfully, safety regulations have evolved dramatically, improving protection for linemen across the board.

In addition to safety advancements, Prosser has also seen Horry County undergo tremendous growth. A proud Aynor High School graduate and lifelong resident of the area, he has watched rural landscapes transform into bustling residential communities.

“When I started, Horry Electric served fewer than 30,000 meters,” says Prosser. “Today, we’re approaching 100,000 meters—all in just one county.”

For Prosser, the best part of the job wasn’t just the work itself but the camaraderie that came with it.

“The brotherhood you join as a lineman is unlike anything else,” he says. “I’m going to miss working with the guys every day, but I’m looking forward to spending more time with my wife, keeping my grandkids and tackling some projects around the house.”

As Prosser closes this chapter of his life, his legacy as a skilled and dedicated lineman will undoubtedly live on in the miles of power lines and the countless lives he’s helped light along the way.



Jaime Prosser is looking forward to spending more time with his wife, keeping his grandkids and tackling some projects around the house.



PHOTO BY AVERY WILKS

Shelley's friendly personality, integrity and wise council will not only be missed at Horry Electric, but among electric cooperative leaders across the state.

A legacy of leadership

Retiring CEO Danny Shelley helped transform the co-op

JOSH P. CROTZER



Shelley's grandfather, W. Hal King, was a founding HEC trustee, serving on the board from 1940 to 1971.

knowledge about his local co-op. King, a longtime educator, was one of the founding members of Horry Electric Cooperative Board of Trustees, serving until 1971.

"I remember my grandfather telling me about going house to house, asking residents to join at the price of a \$5 membership," says Shelley. "He always spoke highly of Horry Electric and pushed me to put in for a job there. He taught me the importance the co-op has in our rural communities and what it means to serve."

King passed away before Shelley had the opportunity

WHEN HE WAS A KID in the 1960s, one of Danny Shelley's favorite things to do was to go hunting with his grandfather, Hal King, and his collie, Trixie.

In those days, Shelley could ride the Trailways bus with his .410 shotgun in hand from Mullins to Conway. The trio would hunt for squirrels on Saturday and attend Union United Methodist Church on Sunday.

In addition to a little bit of squirrel meat and a lot of life lessons, the young Shelley also gained a good bit of

to start the career his grandfather wanted for him. Shelley became Horry Electric's payroll accountant in 1992, and after nearly 33 years with the co-op, he retired earlier this month as executive vice president

"He cares deeply about the co-op, our members and our employees. His are big shoes to fill, but he's leaving us an example of commitment and passion for this community that we can all follow."

—REED COOPER, HORRY ELECTRIC CEO

and CEO, a position he held since 2019.

While his grandfather was a part of the co-op's formative years, Shelley has been a part of a transformative era. Since 1992, the cooperative's financial stability has drastically improved, and active meters have increased by more than 70,000. In Shelley's six years as Horry Electric's top executive, the co-op has evolved from in-person to drive-thru annual meetings,

withstood a pandemic, multiple hurricanes, ice storms and floods and most recently instituted a new rate structure.

"Our co-op and the communities we serve have faced a lot of challenges," says Shelley. "But our team comes together to meet them. We absolutely have the best group of employees and trustees working for our members."

PHOTO PROVIDED BY SHELLEY FAMILY



For Shelley, retirement will mean more time hunting with his dog, Cain, on the Pee Dee River and more time with his family, (from left) daughter Caroline, son Drew, wife April and daughter-in-law Austin.

One of the challenges Shelley knew he'd face as CEO was keeping Horry Electric's rates from increasing. As wholesale power costs rose and the number of members increased, he knew the co-op would have to make changes that were smart and fair to all members.

"In September, we totally revamped the tiered rate that we had used over the last 80-plus years and implemented a rate that mirrors how the co-op is billed by our provider," says Shelley. "This new three-part rate ensures that our members are paying for the energy they use."

While keeping rates affordable suits Shelley's acumen as a Certified Public Accountant, his role as CEO also has been to maintain the co-op's positive and thriving culture.

"Achieving a culture of honesty and transparency should be every leader's top priority," says Shelley. "Employees, trustees and members should feel that you are open and honest. They better understand the cooperative's goals, and it creates a healthier working environment when they trust management."

That's part of the legacy he passes down to the new executive vice president and CEO Reed Cooper, formerly the co-op's manager of engineering.

"It's been an honor and privilege to work alongside Danny these past six years," says Cooper, who has been with Horry Electric since 1998. "He cares deeply about the co-op, our members and our employees. His are big shoes to fill, but he's leaving us an example of commitment and passion for this community that we can all follow."

Shelley's ride off into the sunset won't be on a bus, but he will, on occasion, have a shotgun in-hand, or a fishing pole, or tickets to a University of South Carolina Gamecocks athletic event. Mostly, however, he plans to spend time with family—the one that isn't on Cultra Road in Conway.

"We have a family atmosphere at the cooperative," says Shelley. "I have made so many friends and made so many memories over the past 33 years. I'm going to miss them. It's been a great ride."



The book on Danny

RESIDES IN: Mullins.

EXPERIENCE: Retiring CEO of Horry Electric. Previously the cooperative's payroll accountant, office manager, CFO and assistant CEO.

EDUCATION: Pee Dee Academy 1976. Newberry College 1980. Certified Public Accountant. Chartered Global Management Accountant.

LEADERSHIP: Former president of Electric Cooperatives of South Carolina (ECSC) Managers Association. Served on the boards of ECSC, Central Electric Power Cooperative Association, South Carolina Power Team and CEEUS.

PERSONAL: Married to April Shelley for 42 years. The couple has two children, Daniel Drew Shelley and Caroline Altman Shelley. Member of Macedonia Methodist Church in Mullins.



Danny Shelley

Ready for an experience you won't forget?

Your co-op has two amazing trips planned this summer. Juniors: Apply for the Washington Youth Tour. Sophomores: Apply for the Cooperative Youth Summit.

Juniors: Experience Washington, D.C., with hundreds of students from across South Carolina and the country, meeting lawmakers and touring all the sights. Your electric co-op will cover your round-trip plane ticket, tours and meals. In other words, it's all free!

Sophomores: Experience South Carolina's capital like never before. Tour the Statehouse, meet lawmakers and see how co-ops are preparing for our state's energy future. Plus, there's plenty of fun with visits to popular Columbia attractions like Riverbanks Zoo & Garden. Your electric co-op will cover all your expenses.

We've made it easy to apply for either FREE trip. Apply today!



ELECTRIC COOPERATIVES
OF SOUTH CAROLINA



Washington Youth Tour: June 15-20, 2025



Cooperative Youth Summit: July 14-17, 2025



Applications available: horryec.info/trips
Application deadline: January 31, 2025

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