

## Horry Electric Cooperative, Inc.

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**TO REPORT  
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Horry Electric Cooperative, Inc. is an equal opportunity provider and employer.

Horry Electric Cooperative Inc. is a not-for-profit, member-owned organization providing information and energy-related services on a fair and equitable basis.



A Touchstone Energy® Cooperative



## We're here to help you save

**WHEN THE HEAT** of summer hits, electric bills tend to increase as HVAC systems are working overtime, driving up

energy consumption in the home. Horry Electric is continuously working to educate members on how to take control of their electric bills on the peak rate structure.

With this structure, you have the opportunity to save on your monthly bill by shifting when you use electricity. The key is to reduce your use during the 3–6 p.m. summer peak hours. We often get asked about why these hours were selected. Peak hours are when the majority of members are using electricity at the same time. These hours are when electric use in South Carolina is at its highest and most expensive. The hottest part of the summer months is during the afternoon, typically in the 3 to 6 p.m. window.

If you can shift some of your electric use to outside of peak hours, you can reduce your peak. As a reminder, members are only billed the \$12 per kilowatt Peak Charge for the single highest one hour of energy used during peak hours in the billing period. Out of 720 hours in a 30-day month, only one hour is billed \$12 per kilowatt. The remaining 719 hours are billed at the highly reduced Energy Charge of \$0.059 per kilowatt-hour.

### How can I reduce my peak?

Since announcing the rate restructure last June, we have encouraged members to be mindful of their use. Our recommendation has and continues to be to avoid using all major appliances at the same time during peak hours. This includes HVAC systems, electric water heaters, electric clothes dryers, pool pumps and EV chargers.

Here are three easy actions you can take to reduce your peak:

- ▶ **Shift your laundry schedule.** In the summer, run your dryer in the morning or at night. During the winter, dry clothes in the afternoon or evening.
- ▶ **Install a timer on your water heater.** These easy-to-use devices allow you to use all the hot water you need, but prevent your electric water heater from heating new water until after peak hours.
- ▶ **Program your thermostat.** Pre-cool your home in the summertime before peak hours. In the winter, pre-heat your home. If you have a smart thermostat, you can set schedules for each season.

These are just a few of the ways to shift some of your energy use to off-peak hours, giving you the opportunity to save on your bill.

### Helpful resources

Horry Electric exists because of you—our members. We're here to help you in any way we can. The Rate Center on [horryelectric.com](http://horryelectric.com) is filled with information to help you on this rate structure. You can access videos, frequently asked questions, recommended devices to save and an appliance demand sheet.

If you have questions about the rate structure, your account or a statement you received, please call (843) 369-2211 or email [service@horryelectric.com](mailto:service@horryelectric.com). Employees are happy to talk through strategies about reducing your peak and lowering energy use during peak hours.

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

# A life of service and stewardship

Honoring the legacy of Trustee Ashley Anderson



**IT IS WITH** heavy hearts that we honor the life and legacy of Ashley Anderson, who faithfully served on the Horry Electric Cooperative Board of Trustees for District 7 for more than 40 years. His passing leaves a deep void in our cooperative family and the many communities he loved and served throughout his life.

Anderson's journey with Horry Electric began on Oct. 25, 1977, when

he was appointed to the board. He brought an unwavering commitment to cooperative principles and values, a deep understanding of rural life and a work ethic shaped by a lifetime of service.

A native of Nixonville, Anderson's bond with the co-op began in his teenage years, when he worked at a local gas station. He fondly recalled washing and waxing the Horry Electric bucket trucks. That early connection became a lifelong commitment to serving his neighbors with humility and integrity.

On Sept. 10, 1985, Anderson was named Secretary/Treasurer of the Board, a role he held with distinction. His leadership extended to the Bylaw and Policy Committee, and he served on the Insurance and Safety, Executive and Finance committees. Respected for his fairness and wisdom, his voice carried weight not only within Horry Electric, but throughout the South



Anderson speaks at an HEC Annual Meeting at the Myrtle Beach Convention Center.



Anderson received his Board Leadership Certificate from the National Rural Electric Cooperative Association (NRECA) in December 1999.

PHOTOS PROVIDED BY Horry ELECTRIC ARCHIVES

Carolina co-op community.

A lifelong learner, Anderson achieved the status of Credentialed Cooperative Director, earned the Board Leadership and Director's Certificates and became an NRECA (National Rural Electric Cooperative Association) Certified Gold Director—a testament to his deep commitment to cooperative governance.

Outside the boardroom, Anderson lived a life rooted in family, farming and faith. He was a lifelong farmer, a crop insurance agent and owner of a mining and excavation company. He also served on the founding board of the Coastal Farmers Tobacco Warehouse, always striving to support the agricultural backbone of the region.

As a longtime trustee of Nixonville Chapel, Anderson led a life grounded in service. He is survived by his two sons, four grandchildren and three great-grandchildren.

"Ashley was the kind of leader who led not just with words, but with actions," says Horry Electric Board President Johnny Shelley. "His presence brought calmness, his insight brought clarity, and his commitment never wavered. He was a true steward of this cooperative and a dear friend to us all."

"Ashley Anderson was a true people person who deeply cared for his friends and the communities of Horry County," says Franklin Blanton, trustee for District 4. "He believed in fairness and equal opportunity, always encouraging others to grow and serve. His pleasant attitude and humble spirit made him a joy to be around. His leadership will be deeply missed."

As we mourn his passing, we celebrate a life well lived—a life that truly embodied the cooperative spirit. We extend our heartfelt condolences to his family and loved ones. Horry County is a better place because of Ashley Anderson's leadership, and his legacy will continue to guide us for years to come.



## Get ahead of summer storms, hurricane season

Enroll in Surge Guard for a chance to win a bill credit

**SUMMER IS ONE** of the most active weather seasons. While you can count on afternoon thunderstorms, there is always the possibility of hurricanes.

Hurricane season runs from June 1–Nov. 30. Officials are predicting an “above average” hurricane season this year with 17 named storms, nine of which are expected to become hurricanes. Four of those are forecasted to be major hurricanes.

Lightning is one of the top causes of power outages, but it can also pose risks inside your home. Horry Electric wants to help you reduce problems associated with indirect lightning strikes and power surges by installing a device outside your home at the meter base.

The Surge Guard program helps protect against unexpected voltage surges that can harm or ruin electronic devices such as major appliances, TVs or computers.

For the low price of \$5.35 a month, members can enjoy comfort, convenience and peace of mind knowing they



have utility grade protection from nearby lightning strikes.

During the months of May and June, any member who enrolls as a new participant in the Surge Guard program will be automatically entered into a prize drawing for a chance to win a \$100 electric bill credit.

To enroll, visit [horryec.info/surge-guard](http://horryec.info/surge-guard) and click the “Apply Now” button to enter your information and complete the participation agreement. A trusted energy advisor will contact you to arrange installation. The monthly charge is added as a line item on the member’s monthly electric bill.

Members have until 11:59 p.m. on June 30 to enroll. The winners will be announced by mid-July. Visit [horryelectric.com](http://horryelectric.com) to read the contest rules.

If you have questions about the Surge Guard program or how to protect your home, contact a trusted energy advisor by calling (843) 369-2211 and selecting option 5.



## Have you tried our payment kiosk yet?

Payment kiosks are available 24/7 in the drive-thru lanes of the Conway and Socastee offices.

Cash, check and card payments are accepted. When making a cash payment, please insert the dollar amount you wish to pay. The kiosk does not give back change.

There is no transaction fee for cash payments but check and credit/debit card payments

If you have questions, or need help using one of our kiosks, please call (843) 369-2211.

will be charged transaction fees consistent with the current fees for online and mobile app payments. Checks have a \$0.50 transaction fee. Card payments will be charged a transaction fee of \$2.95 per \$200 paid.

The payment kiosks are a great way to pay your bill if you’re not able to visit one of our offices during regular business hours.

If you have questions, or need help using one of our kiosks, please call (843) 369-2211.

## Include HEC in your project plans

The electric service provided to your home or business is capable of handling the load requirement for which it was originally designed.

If you are in the process or are planning on making any changes or additions that may alter the load requirements of your service, be aware that an upgrade in service may be necessary.

Please contact Horry Electric during the planning stages of your project so we can advise you on any necessary upgrade requirements or costs before you begin construction.

Call (843) 369-2211 to speak to a member service representative about your project.

# Heroes on high

Horry Electric shines at 2025 Lineman's Rodeo

BY JOSH P. CROTZTER

**BRYSON BARFIELD** was likely too focused to notice all the familiar faces—his parents, girlfriend and sister—looking up, eagerly watching him. Still, he knew they were there, and their presence made the 2025 South Carolina Lineman's Rodeo more than just a competition.

"It's pretty cool for them to see what I do every day," Barfield says.

Working with de-energized conductors under blue skies, electric cooperative linemen from across the state climbed the dozens of utility poles set up for the competitions. They changed lightning arrestors on overhead line transformers, repaired broken neutral wire and simulated rescuing a

fellow lineman.

Sponsored by The Electric Cooperatives of South Carolina, the rodeo mirrors real-world challenges lineworkers face daily. York Electric Cooperative hosted the event at its headquarters in York on March 21-22.

While the South Carolina

Lineman's Rodeo allows crews to showcase their skills to families and peers, the event prioritizes safety above speed. Each competition underscores precision, communication and control under pressure.

Bryson's father, Steven Barfield, has watched his son and fellow Horry Electric linemen compete over the past several years.

"They work so hard, and they make all of this look easy," Steven Barfield says. "It's fun to come out and support them. It's nice to know safety is the number one concern. As a parent, it means a lot."

The rodeo emphasizes safety through strict judging criteria designed to reinforce essential daily practices.

"The rules of the rodeo promote safety and doing things correctly," says Jesse Hopkins, an apprentice lineman from Horry Electric. "A lot of this is what we're

doing on a day-to-day basis. For apprentice linemen like me, it's really helping us be better at our jobs."

Adding to the event's educational component, seasoned journeymen mentor and guide apprentices, reinforcing best practices.



The shirts HEC linemen wore during the rodeo displayed the co-op's motto, "Safety is our first concern."

PHOTOS BY ERIN NICHOLS



Apprentice Lineman Jesse Hopkins competes in the Obstacle Course event.

JOSH P. CROTZTER



Horry Electric apprentice lineman Jonah Elliott ascends one of the dozens of poles erected for the 2025 Lineman's Rodeo.



“The great thing about the rodeo is that it gives our linemen a chance to showcase their skills and compete against co-op linemen from across the state,” says Burroughs Nobles, manager of operations for Horry Electric.

Horry Electric’s training regimen paid off, resulting in three first-place finishes in the Apprentice Division. Kenley Dunn secured two of these top trophies, winning the Open Wire Secondary event—connecting a conductor to a 35-foot street light—and the Obstacle Course, where competitors attach equipment and make connections on a 40-foot pole.

Aidan Hucks earned a perfect score with the fastest time in the Hurtman Rescue, in which linemen simulate a hurt lineman situation by rescuing a mannequin from atop a 40-foot pole. Dalton Justice captured third place in the Open Wire Secondary competition.

Other Horry Electric apprentices who competed included Thomas Cox, Ben Thompson and Lane Morris.

In the Journeyman Division, Horry Electric’s team—Hunter Gardner, Dawson Mishoe and Bryson Cooper—also excelled. They placed first in both the Hurtman Rescue and the Crossarm Changeout Relay and secured second place in the B-Phase Insulator Changeout and the Down Neutral event. Their strong performances placed them second overall, narrowly behind winner Berkeley Electric. Both teams earned identical scores, separated only by a cumulative time



Horry Electric’s journeyman team (from left) Dawson Mishoe, Bryson Cooper and Hunter Gardner placed second overall in their division at the South Carolina Lineman’s Rodeo.



Dalton Justice took third place in the Open Wire Secondary competition.

difference of 49 seconds.

The festival-like atmosphere also included demonstrations and workshops offering families insights into the complexities of electricity management. Interactive exhibits, such as live-line demonstrations, highlighted the importance of safety around power lines.

The rodeo opened with a



Aidan Hucks placed first in the Hurtman Rescue event.

special flag-raising ceremony featuring lineworkers from each participating cooperative mounting the American, South Carolina and Touchstone Energy Cooperatives flags atop a pole.

Volunteers and family members from various co-ops supported the linemen and their critical work. WIRE (Women Involved in Rural



Apprentice Kenley Dunn captured two first-place finishes.

Electrification) hosted a bake sale to raise funds for the Chavis House at Burn Centers of America in Augusta, a facility that has treated many injured linemen.

The South Carolina electric cooperatives community also rallied to support two injured linemen from New Horizon Electric, raising funds through a raffle.

PHOTOS BY JILL WILKS

# Power Pole Clutter

Flyers, satellite dishes, posters, basketball hoops, decorative lights, even hunting stands. You name it, someone has tried to staple, nail or tie it to a power pole. Here's a quick look at the dangers and pitfalls associated with unauthorized pole attachments.

## Illegal

Many state and local laws and the National Electrical Safety Code prohibit any unauthorized items on poles.



## Pole Damage

Even small holes can allow moisture and insects past the pole sealant, which can shorten the life of the pole or weaken it and cause it to fall in a storm.



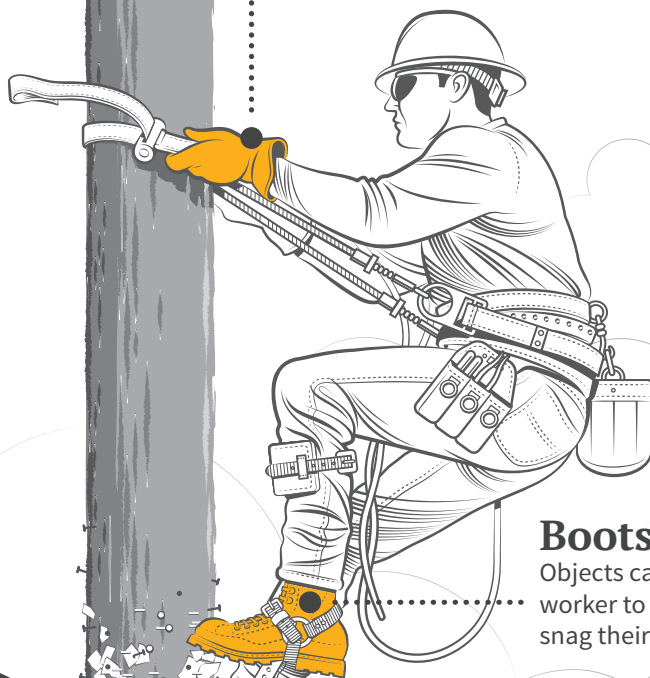
## Hinders Repairs

Posters and flyers can hide identifying markers on poles and slow repair work.



## Gloves

Staples, tacks and nails can puncture a lineworker's insulated rubber gloves and expose them to electric shock.



## Boots

Objects can cause a worker to fall if they snag their boots.

## Climbing Hooks

Nails and tacks can impede climbing hooks from sinking into the wood.



## Dangerous

A person who gets too close to energized lines while attaching an object can be electrocuted.

## Distraction

Some materials posted on poles, like mirrors or holiday decorations, can be distracting to drivers.

