

## Horry Electric Cooperative, Inc.

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

### Main Office

P.O. Box 119  
Conway, SC 29528-0119

**Conway Office: 369-2211**

**Socastee Office: 650-7530**



(to report power outages only)

**369-2212**

### Board of Trustees

Johnny M. Shelley  
*President*

James P. "Pat" Howle  
*Executive Vice President and CEO*

Eugene Harriott, Jr.  
*Vice President*

Ashley Anderson  
*Secretary/Treasurer*

Elaine D. Gore

Bobby E. Jordan

Franklin C. Blanton

Ronald H. Floyd

Henry W. Boyd

Frederick 'Freddy' Thompkins

### Co-op Connection Editor

Penelope D. Hinson  
[penelope.hinson@horryelectric.com](mailto:penelope.hinson@horryelectric.com)

**Horry Electric Cooperative, Inc. is a non-profit, member-owned organization providing information and energy-related services on a fair and equitable basis.**



Your Touchstone Energy® Partner

# Changes delayed one month

Now scheduled to be effective October 1

**MEMBERS WHO ATTENDED** the Annual Meeting of Members in April were first to hear the news about an



adjustment in service charges and upcoming change in rates. In the May edition of *South Carolina Living* magazine, we followed up with members who weren't able to attend the meeting.

As members ourselves, the management team, the trustees and employees of your cooperative are especially sensitive to passing along pricing information in a timely manner.

## The background

It is a priority for all of us at Horry Electric to utilize resources to ensure excellent service to our members and, at the same time, maintain the financial position of the cooperative for our members.

In 2010, we announced board approval of a comprehensive evaluation of the cooperative's rate structure. That research included a complete examination of our rates, our costs and our load factor, combined with a thorough assessment of possible future risks and opportunities to either verify our rates were where they needed to be or if adjustments needed to be made.

## Adjustments necessary

The research revealed an immediate need to adjust facilities charges so they were consistent with the actual cost of service to each meter. We need to be less dependent on kWh charges to cover the cost of providing service. By making those adjustments and

incorporating the existing Wholesale Power Adjustment into rates, we can effectively 'zero' out wholesale power costs/kWh without dramatically increasing rates.

The cost per kWh for the first 200 and next 800 are actually going to be lower because the updated facilities charges are allowing us to collect the actual expense of providing service to the meter, which offsets the rates.

The current amount residential members with single-phase service are charged for service to their meter is \$8. For three-phase service, it is \$16. Those amounts are included in your total energy charges on your electric bill and do not show up as a line item.

## Effective October 1

The facilities charge for single-phase service will increase from the current rate of \$8 to \$15 per month and the charge for three-phase service from \$16 to \$25.

In addition to this adjustment, we'll be moving from a year-round rate to seasonal, summer/winter rates. Overall, for residential members, we're looking at a 3.1 percent increase from current rates to the new rates, which are outlined on pages 20B-20C and will go into effect on the same date as the service charges.

The delay in implementation is out of consideration for members, the timing of the announcement and the cooling season for our system.

**James P. "Pat" Howle**  
*Executive Vice President and CEO*

## Co-op Connections growing stronger

### Co-op Connections® Card

#### Horry Electric Cooperative, Inc.

Your Touchstone Energy® Partner 



Co-op Connections is your source for exceptional discount offers.

#### THE LIST OF LOCAL BUSINESSES

participating in the Co-op Connections Discount Card program continues to grow! We hope you'll take advantage of the deals being offered exclusively to members of Horry Electric and the other participating Touchstone Energy Cooperatives. There are even deals for the four-legged members of the family!

- ▶ **River Dogs Pet Spa** in Conway is offering 20 percent OFF FULL grooming! Located on 3rd Avenue, they are open Tuesday through Saturday by appointment only. Call (843) 685-0981 for details or to make an appointment. It's a perfect treat for your dog during the dog days of summer!
- ▶ **Alternative Health Clinic**, located in Myrtle Beach, is offering 10 percent OFF any service including Acupuncture, Chiropractic, Laser

Therapy, Hyperbaric Oxygen, Disc-Decompression, Cupping and Physical Therapy. This offer excludes Neurofeedback. Open 6 days a week from 9 a.m. until noon and 2 p.m. until 5:30 p.m., you can call (843) 692-9243 for an appointment or more information or visit them online at [alternativehealthclinicmb.com](http://alternativehealthclinicmb.com).

- ▶ **Palmetto Impressions** in Conway is offering 5 percent OFF any order. No other discounts apply. You'll need to mention the Co-op Connections discount at the time you place an order to get the discount. For more information, call (843) 347-4114 or visit them online at [palmettoimpressions.com](http://palmettoimpressions.com). They offer more than 300,000 products on their site and specialize in custom-imprinted products to promote your

company, team or club!

- ▶ **A Plus Pest Control** of Myrtle Beach is offering a one-time service for \$50 or 10 percent OFF an annual service agreement for Co-op Connections cardholders. For details, call (843) 602-4765 or visit them online at [apluspestmb.com](http://apluspestmb.com). They also offer free estimates and inspections!

- ▶ **Bay Village Flea Market** is offering a TWO for ONE deal on booth rentals to Co-op Connections cardholders. Located in Conway, you can call them at (843) 369-2800 or visit them online at [bayvillagefleamarket.com](http://bayvillagefleamarket.com) for details. They even have a webcam!

- ▶ **Blanton Building Supplies** in Loris is offering 5 percent OFF your total purchase!

Just show your Co-op Connections Card! Call (843) 756-6201 for details. They have a wide variety of building and plumbing supplies, paint, insulation and a whole lot more, plus they deliver!

- ▶ **Arbortech, Inc.**, located in Conway, provides all phases of tree work and they have 20 years of experience! They're offering 15 percent OFF all services to Co-op Connections cardholders. Call (843) 450-0921 for details.

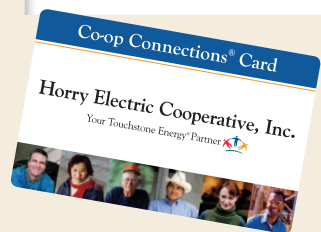
- ▶ **Sam's Club**, located in Myrtle Beach, is offering a \$10 or \$25 gift card with a NEW or RENEWAL Membership Fee. Call them at (843) 448-3887 or visit them online at [samsclub.com](http://samsclub.com) for details. They offer name brands at warehouse savings!

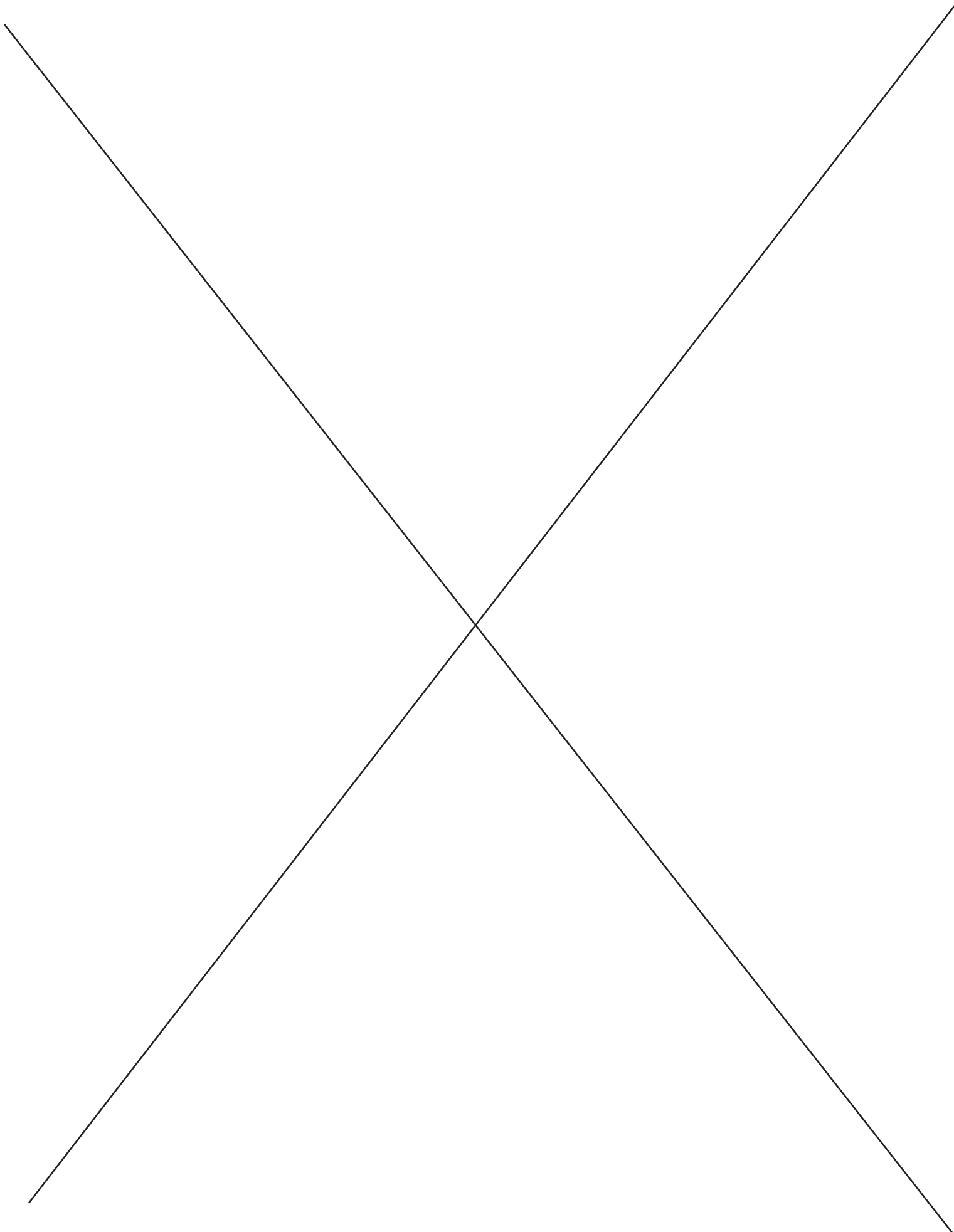
### Lost your card?

#### Just print a new one!

If you lose your Co-op Connections card, just log on to [Connections.coop](http://Connections.coop) and click on 'Pharmacy Discount' on the left. You'll link to a page where you can type in your name, select Horry Electric Cooperative, then print a paper card that participating businesses and pharmacies will accept.

Your Co-op Connections card is good for 10 to 60 percent discounts on prescription drugs at more than 60,000 national and regional pharmacy chain stores, including CVS, Walgreens, Walmart and Target. Check out the additional participating local businesses at [horryelectric.com](http://horryelectric.com).





## Members sold on two convenient programs

He's tracking his energy use—and saving big!

**A RETIRED MONK,** Horry Electric Cooperative member Mark Debrizzi knows a few things about frugality. So, when he left the clergy and retired to Myrtle Beach from Wisconsin, Mark was shocked to learn that the average utility bill for a one-bedroom apartment in his complex was \$117 per month.

Determined to figure out what could account for the figure, Debrizzi went online to HorryElectric.com and discovered the free MyUsage application. His results were nothing short of miraculous.

"My bill for May was \$19!" Debrizzi says. "It's



incredible how you can track your usage and really see how the things you do impact your bill."

Debrizzi says what he enjoys best about MyUsage.com are the email alerts he receives every day that tell him his usage for the previous 24 hours.

"Getting the alerts is the best part because once you sign up, you don't have to keep going back to the Horry Cooperative's home page, the information is right there for you as a service every day."

Debrizzi has even used the feature to modify his own energy-use habits. Instead of cooking three meals of spaghetti, for instance, he'll cook a larger batch and re-heat leftovers to cut down costs.

"One day, I noticed my energy use had spiked, and I couldn't figure out why," he said. "Then I remembered I had the slow-cooker on all day. You can really fine-tune your electrical usage and save big by paying attention to the little things in life."

"I'd encourage anyone to sign up today." ☺



"I use myusage.com and am amazed how easy it is to adjust my power usage to my needs. The website helps me balance my 'needs' for power usage with my 'wants' and little luxuries that I really don't need to use. I recommend it highly if you have a large family or a large electric bill you need to reel in," says Mark Debrizzi.



WALTER ALLREAD

**Horry Electric Cooperative member Gene Rhinehart is one of more than 1,400 members who use Advance Pay.**

An on-the-go guy likes paying as he goes, too

**GENE RHINEHART** is an on-the-go kind of guy.

In the landscaping business, you have to be. That's why he's one of the more than 1,400 Horry Electric Cooperative members who use the Advance Pay program to help manage their utility budgets.

In landscaping, some months are busier than others, meaning there's no such thing as a routine, regular paycheck. And since likewise, some months require more electrical usage than other months, budgeting a utility bill accurately can be a difficult process, especially when it's one bill at the end of the month.

With Advance Pay, a pay-as-you-go plan, you can take the guesswork out of planning and contribute what you want, when you want. What does that mean? No more late fees, disconnect or reconnect fees. No more security deposit. No more monthly bill.



In short, it means peace of mind.

Under the plan, participants calculate daily usage and make weekly or biweekly payments instead of one large payment. What's more, users report that the program heightens their awareness of energy use and makes them smarter consumers who not only wind up saving money but also help the environment by conserving energy use. Since use is calculated daily under the plan, the account history is available online and by phone at any time to provide the most up-to-date information possible.

"Advance Pay helps out a lot!" Rhinehart says. "It makes managing our budget so much easier! All we need now is for other utilities to do the same." ☺



## Horry Electric Cooperative, Inc.

### Small change changes lives



Through Operation Round Up, members of Horry Electric Cooperative have the unique opportunity to participate in an innovative program that provides funding for all kinds of worthy projects here in Horry County.

The bills of participating co-op consumers are rounded to the next-highest dollar each month. The extra cents we collect from each participant goes into the Operation Round Up fund. The average amount contributed by each person in a year is about \$6.

Because we're a Touchstone Energy Partner, we believe it's only right that we should work for positive change within the communities we serve.

Contributions to Operation Round Up are tax deductible. For details, visit [horryelectric.com](http://horryelectric.com) or call us at 369-2211.



Your Touchstone Energy® Partner

## New rates are seasonal

Winter rate effective October 1

**RATE DESIGN IS** a balancing act between meeting revenue requirements and minimizing the overall financial impact on members. As a not-for-profit organization, your cooperative must recover the cost of doing business, as well as maintain sufficient margins to reinvest in our electric distribution system.

Horry Electric's last price increase was in 2003. "In 2005, we sounded the alarm about the dramatic increase in wholesale power costs, and they haven't slowed down since," says Danny Shelley, chief financial officer for Horry Electric Cooperative. "The past six years have been very challenging for our cooperative, and we've taken every action possible to delay or put off the inevitable," he continues. "At some point, the scales have to balance."

Bottom line, Horry Electric's cost of power has increased 53 percent since 2004. "More than 23 percent of that hit us in just the last three years," says Shelley. "We can't do anything about the cost of power, but we can all do something about the amount of energy we use and how we use it," he continues. "Implementing a 3.1 percent increase from current rates may be a shock, but it doesn't come close to the harsh reality of the increased cost of power."

"We've been able to avoid routine price adjustments in reaction to the market in spite of virtually all other aspects of today's cost of living having increased," says Shelley.

The adjustment now being made by the cooperative was carefully thought out and planned, even down to the length of time between the original announcement in April and the date of actual implementation. "As Mr. Howle pointed out in his column, we're especially sensitive to passing along pricing information in a timely manner," says Shelley.

Another contributing factor is that the new rates are seasonal. "Instead of having one year-round rate, we'll have a summer rate and a winter rate," explains Shelley. "The summer rates are higher because demand costs are higher. Fuel costs are also notably a good bit higher in the summer."

"Implementing new rates when electric bills are potentially high due to extreme weather wouldn't have been fair to our members," explains Shelley. "So, we decided to put the new winter rate schedule into effect on what will be its usual starting date each year." Summer rates will go into effect in June of 2012. ☺

## I Want to KNOW.

Decisions being made in the nation's capital will impact your electric bill in the future. Stay tuned to the latest news with email updates from your local electric cooperative manager.

Return this form with your next power bill and get connected TODAY.

PLEASE PRINT

Name: \_\_\_\_\_ Account Number: \_\_\_\_\_

Email: \_\_\_\_\_

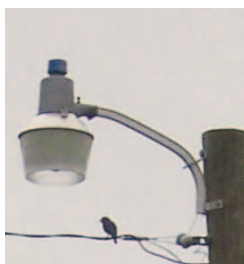
Horry Electric Cooperative, Inc. I authorize my local electric cooperative to alert me regularly about developments in Washington, D.C., and other important cooperative news.

## New rates effective October 1

Horry Electric Cooperative, Inc. Residential Rate Schedule Effective 10/1/2011					
	Current Thru 9/30/2011	Winter Rate 10/1/2011 thru 5/31/12	Summer Rate 6/1/2012 thru 9/30/12		
Facility Charge	\$8.00	\$15.00	\$15.00		
First 200 kWh's	\$0.14179	\$0.12500	\$0.12500		
Next 800 kWh's	\$0.10979	\$0.10800	\$0.10800		
Over 1,000 kWh's	\$0.10379	\$0.10300	\$0.11500		
Winter Rate effective on bills rendered October thru May (8 months)					
Summer Rate effective on bills rendered June thru September (4 months)					
Facilities charge (Single Phase) will increase from \$8 per month to \$15 per month effective 10/1/11					

The Facilities Charge is a monthly fixed amount charged to each meter at each service location, regardless of the amount of electricity used. It is for the expenses related to providing service to the meter, which includes utility plant investment; operation and maintenance costs; administration and general costs; depreciation; administrative costs such as billing; and property taxes.

Horry Electric Cooperative, Inc. Residential Outdoor Lights Effective 10/1/2011			
	Current Thru 9/30/2011	New Rate Effective 10/1/2011	
100 watt HPS	\$7.75	\$8.50	
175 Watt MV	\$7.75	\$8.50	
400 W HPS Cobra	\$20.00	\$21.50	
400 W HPS Flood	\$20.00	\$21.50	
HPS – High Pressure Sodium (yellowish tint)			
MV – Mercury Vapor (white tint)			



100 W HPS 175W MV



400W HPS Cobra



400W Flood

## Horry Electric Cooperative, Inc.

**Get paid to stay in hot water!**



Ready for a new water heater?  
Call Horry Electric.

We offer rebates of \$125 and \$250 for qualifying installations. Qualification includes an agreement to allow load control on the unit.

Free financing is available. Horry Electric will make all the financing arrangements for you and provide no-interest, no-cost, upfront financing. This option is available to qualified members with a new minimum 50-gallon water heater with a load control device. The rebate is applied to the amount financed. Payments are spread equally over 12 months and are added to your Horry Electric bill.

To find out more about the H<sub>2</sub>O Select water heater program, visit [horryelectric.com](http://horryelectric.com) or call (843) 369-2211.



Your Touchstone Energy® Partner

## Duct tape can't fix everything

**DUCT TAPE IS GOOD** for a lot of things. You can use it to hang posters, tape wires down on a floor, temporarily repair a hem in your pants or even get a little extra life out of an old pair of shoes. It can also come in handy if you misplace the battery cover for your television remote control.

In spite of its name, however, it is not good for sealing the ducts in your home or business that distribute conditioned air. "About 20 percent of the air that moves through a typical duct system is lost due to leaks, holes and poorly connected ducts," says Ricky Lowder, senior marketing and energy management representative at Horry Electric. "No matter how your thermostat is set, leaky and poorly performing ducts make it harder for your system to keep your home comfortable," he says. "It also results in higher electric bills."

"If you think you have leaky ducts, we



recommend calling a licensed, bonded, professional contractor to inspect your duct system and make the necessary repairs," says Garrett Gasque, who also works in the energy management and marketing area at Horry Electric. "If you're going to do it yourself, don't use duct tape," he advises. "Duct tape just doesn't hold up."

Instead, the crew at Horry Electric recommends mastic sealant or metal tape and insulating all the ducts that can be accessed fairly easily. "That includes attics, crawl spaces, unfinished basements and garages," says Gasque. "It's also a good idea to make sure connections at vents and registers are well-sealed where they meet floors, wall and ceiling." ☺

**For more information on simple things you can do around the house to save money and energy, visit [TogetherWeSave.com](http://TogetherWeSave.com) or browse through the comprehensive energy-saving information available on [horryelectric.com](http://horryelectric.com).**

## Treat power tools with care (and respect)

**BEFORE YOU FIRE UP** that power tool for your next do-it-yourself home project, remember that electrical devices must be treated



with care. Even though many are already equipped with safety mechanisms, it's still important to heed precautions. Keep in mind these tips from the U.S.

Occupational Safety & Health Administration (OSHA) when using power tools:

- ▶ Do not carry tools by their cords.
- ▶ Pull the cord out of the outlet by the plug and not by pulling the cord.
- ▶ Do not use in wet or damp job sites, unless the tool is specifically approved for those conditions.
- ▶ Store tools in a dry place when not being used.

- ▶ While carrying a tool, do not touch the switch or trigger that operates it to avoid accidental starts.
- ▶ Make sure your work area is well lit.
- ▶ Unplug tools when cleaning or fixing them and while changing other parts of the tools such as blades or bits, and when not in use.
- ▶ Make sure all extension cords are not worn or frayed.
- ▶ Wear proper clothing—no ties, jewelry or other loose items that could get caught.

"Whether you're on the job or working at home, staying safe around power tools is a must," says Brian Chestnut, safety coordinator for Horry Electric. "Following a few rules could mean the difference between a successful project and an accident."

*Source: U.S. Occupational Safety & Health Administration*