

COMING SUNDAY: Is Brad Scott the most disliked USC football coach ever? **In Sports**



SEASON OPENER
Pitcher Michael Roth, USC hunt down Santa Clara
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The State

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AT THESTATE.COM: Fan galleries and coverage from the opening ceremonies | **GOGAMECOCKS.COM:** Photo gallery of the game

Utility giving buses windfall?

SCANA: Fee won't be charged until 2012

By CLIF LeBLANC
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The SCANA Corp. has given Columbia customers a bit of a gift: A new fee increase won't go into effect on their power bills until January 2012.

But is the state's behemoth utility company also giving a \$3.6 million windfall to Columbia's metropolitan bus system?

SCANA has informed city leaders that it plans to deliver a check on June 30 based on the

city's newly approved 5 percent franchise fee instead of the previous 3 percent that has been in effect for years. It will pay the increase a year earlier than city officials thought. City leaders expected to see the first payment from the increase in June 2012.

SCANA said it will pay it this June and wait until January 2012 to pass the fee increase along to customers, according to an email the company sent to the city Thursday.

Two days earlier, City Council raised the fee by 2 percent—age points of the utility's gross revenue inside the city. The new money is to go to the nearly bankrupt Central Midlands Regional Transit Authority, which inherited the bus system from SCANA almost a decade ago.

City officials have said the fee increase would generate about \$3.6 million annually to keep buses running beyond

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S.C. Guard troops head to Afghanistan



TIM DOMINICK/TDOMINICK@THESTATE.COM

Connor Hill, 4, holds tight to his mom, Spc. Sidnie Hill's, hand, as her unit practices formation before a deployment ceremony Friday for 120 soldiers of the S.C. Army National Guard who are going to Afghanistan. See the story on **Page B1**. For an online photo gallery, visit thestate.com.

CONSUMER PSYCHOLOGY

FROM 'A' TO 'Z,' YOUR NAME'S THE KEY

By GREGORY KARP
Chicago Tribune

If your childhood last name was Zamora or Zimmerman, you are probably a lot quicker to buy something as an adult than if your name was Abbott or Allen. Why?

You were emotionally scarred for life in elementary school.

That's just one of the many fascinating findings from academia, which nowadays is researching why consumers behave the way they do in-

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A different insurance debate

If congressmen hate 'ObamaCare,' should they take U.S. insurance?

By JAMES ROSEN
McClatchy Newspapers

WASHINGTON — Seventeen new Republican lawmakers, almost a fifth of the large House GOP freshman class, have rejected federal medical coverage for themselves and their families to highlight their opposition to President Barack



Duncan Gowdy Mulvaney Scott

Obama's showcase health-insurance law.

South Carolina's four rookie congressmen aren't following their lead. U.S. Reps. Tim Scott, Mick

Mulvaney, Trey Gowdy and Jeff Duncan all voted last month to repeal what they and their Republican colleagues

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