Ames family starts toffee company

Fritz Toffee opens for business after recipe sees success

BY LOGAN METZGER
@lowastatedaily.com

After years of running a small restaurant, the Fritz family has started a new adventure with toffee. A new brand of toffee that just hit the market has been 40 years in the making.

“My mom has been making all sorts of candies for 40 years now, and ever since her and Dad opened up the restaurant, they started offering their treats on a display stand over by the cash register,” James Fritz said. “Scores of people have been raving about our toffee for many years and we finally decided that now is the time to launch it for the whole world to savoir.”

The Fritz family is from Ames, Iowa, and has a long history of making candies of a wide variety. The Country House Family Restaurant, an establishment which they have owned and operated for the last three decades, has a long history of making candies of all sorts. “My parents and family have been running a small restaurant, the Fritz family has started a new adventure with toffee.”

“One such contributor is Myra Jackson, the current co-producer for the upcoming production of "Leading Ladies." The producer position is so time-consuming and all-encompassing, ACTORS always assign two producers per show. "Leading Ladies" will have its ACTORS debut on the last weekend of January, but Jackson and her co-producer began planning in September. Producers

“Everyone keeps telling us how much they love our toffee, and it is a huge hit among ‘sweet-tooth lovers’ locally and right across the United States,” Fritz said. “We recently hosted a booth at the Des Moines Holiday Boutique Show and toffee lovers welcomed us with open arms. So many people’s eyes lit up and they had huge smiles on their faces after taking a bite of our toffee.”

All their toffees are handmade in Colo at the family restaurant with the following ingredients: milk chocolate, sugar, butter, almonds and pecans. The toffee is gluten-free and is not made with any preservatives.

“Our toffee is very unique and distinct compared to other brands on the market,” Fritz said. “What sets us apart from the rest is that our toffee has the most amazing texture and the right mixture of incredible flavors, and it doesn’t stick to your teeth.”

“We just opened a small family run business and the toffee has been 40 years in the making. If we don’t like a batch, we throw it out. If one for humidity reasons isn’t good, we throw it out.”

The journey has been rather fun and it’s helped empower young women designers.

Design club helps empower young women designers

BY ARABELLA NAU
@lowastatedaily.com

The Women Who Design student club has been meeting weekly this semester to create a network of women supporting each other, create an environment for people to talk about the design world and celebrate each other’s hard work and successes.

The newly-born club was created in the spring of 2019 by Kasturi Khanke, senior in industrial design, the idea for the club was brought to life after a few young women realized there was a need for a club celebrating women in the College of Design, just as other colleges have clubs dedicated to women.

The president of the club, Emmeline Nooren, is a senior in industrial design. Nooren said one of the major objectives of the club is to create a strong network of women in the field of design.

“You never know, you might need someone who’s a graphic designer for a project but you don’t know a graphic designer,” Nooren said. “With this club, we want to network and build that community of women and empower each other.”

The club is open to anyone who is
POLICE BLOTTER

12.3.19
Nicolas Grant Halton, age 32, of 1264 K Dr. - St. Anthony, Iowa, was arrested and charged simulat- ed public intoxication, first offense, at 1711 Duff Avenue (reported at 11:19 p.m.).
John Michael Cornelius, age 34, of 515 Clark Ave.- Perry, Iowa, was arrested and charged with driving under suspension at 515 Clark Avenue - Perry, Iowa, was arrested and charged with public intoxication, first offense, at 1111 Duff Avenue (reported at 1:25 a.m.).
Murphy Geseon, age 40, of 2126 Cottonwood Rd. - Ames, Iowa, was arrested and charged with domestic assault, strangulation with injury, at 2126 Cottonwood Road (reported at 1:15 a.m.).

12.4.19
John Robert Cutshall, age 23, of 224 Ash Ave. - Ames, Iowa, was arrested and charged with public intoxication (first offense) at 1111 Duff Avenue (reported at 12:37 a.m.).

Crossword

Across
1. GRID-ONE 5, eyes out
5. Facial expression
11. Hang down
14. Pre-pregnant phenomenon, for some
15. Hot wings did him in
16. It may need a boost
17. “Shopper’s aid
19. Barbecued
20. Scuttling seed
21. Red the rode
22. Songwriter Bacharach
23. Small combos
25. Katana-wielding warrior
27. Barking sound
30. Responsibility
32. Choose a check in booth
33. Evening for trivia buffs
36. Disney princess
38. “That… last year”
39. In the future, or, ‘when’ with a long starting vowel, what the last word of the answers to starred clues can have
41. 1962 sequel
43. Hotdog
44. Run-down in urban buildings
47. HST part, say: Abbr.
49. Ex Yamamoto Martinez
50. A mouse
51. Takes care of 64. Kind in the stream
56. Merengue needs
57. A-Ba
59. Homemade pistol
61. Bongo space station
64. Shop-action film technique
66. Rocks: go for less for its symphony-ic sound
67. Maker of Light & Flr yogurt
68. Jungfrau’s range
69. Homer’s rose neighborhood
70. Bakery parties
71. Push to the limit

Down
1. Gowns
2. Mark replacement
3. Figurehead spot
4. Silently understood
5. Birth state of four of the first five American presidents
6. More than artistically
7. Word after fire or bake
8. Net program details
9. Austrian painter Klee
10. Supercilious suffi
11. “Phone that can’t be tapped
12. Ancient Greek market
13. Mob boss John
22. Zippo filler
24. Shovel, say
26. Work, word
27. Pollution meas.
28. Tin Woodman’s trouble
29. Veggie’s equalization
31. Filmed breaking item
34. “Gardener”
35. Patty Hearst, in the SLC
37. Kitty balloons
40. Inhabitants
42. Prow
44. Mickey Mite, manager Hodges
46. Recurring theme
48. Midknight capital
51. Hunk
52. Use gymnasts
53. Hardwood expert
55. Fat shunning fellow
56. Email button
57. Storm wind
59. “It’s almost over”
60. Game the game
61. Whooping place
64. Govt. Rx watchdog
65. Crooked E”

CORRECTIONS
The Iowa State Daily welcomes comments and suggestions or complaints about errors that warrant correction.

To submit a correction, please contact our editor at 515-294-5688 or via email at editor@iowastatedaily.com.

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Ads influence youth drinking

Study finds beer ad strategies target underage drinkers

BY LOGAN METZGER
@iowastatedaily.com

Advertising strategies used by beer companies appear to influence underage drinking, according to new research from Iowa State.

The findings of the study show that the amount of money spent on advertising predicted the percentage of teens who had heard of, preferred and tried different beer brands. For example, 99 percent of middle school and high school students surveyed for the study had heard of Budweiser/Bud Light, the top spender on advertising, and 44 percent said they had used the brand.

The study, published by Addictive Behavior Reports, is one of the first to examine the relationship among advertising budgets, underage drinking and awareness of brands. The study was led by Iowa State professor of psychology Douglas Gentile, assistant professors of psychology Brooke Arterberry and Kristi Costabile and Aalborg University assistant professor Patrick Bender.

Advertisers use cognitive and effective strategies like humor, animation, funny voices and special effects that often appeal to youth, according to the study.

To test this, the team looked at money spent on beer ads to determine the relationship between preference, loyalty, awareness of brands and use among teens. The team then compared advertising with strategies teens’ intention to drink as an adult and current alcohol consumption.

Of the 1,389 middle and high school students surveyed, more than half, 55 percent, had at least one alcoholic drink in the past year, 31 percent had one or more drinks at least once a month and 43 percent engaged in heavy drinking.

When asked to name their two favorite TV commercials, alcohol-related ads had the highest recall (32 percent), followed by soft drinks (31 percent), fashion (19 percent), automotive (14 percent) and sports (9 percent). A quarter of those surveyed said they owned alcohol-related products.

The research conducted showed teens are heavy consumers of media and therefore exposed to more advertising. Costabile, who studies entertainment narratives, said advertisers, both beer companies or other brands, know that the message is more persuasive when delivered as a story.

“Younger people aren’t thinking about the message through a critical lens,” Costabile said in a press release. “Instead, audiences become immersed in a compelling story and identify with the characters, a process which then intellectually is not persuasively based on the messages of the story.”

According to the Federal Trade Commission, 14 alcohol companies spent $3.45 billion on marketing in 2011. Of that amount, 26 percent was spent on advertising.

Spending has grown since 1999, when Iowa State researchers collected the survey data. At that time, the top five advertised brands — Budweiser/Bud Light, Miller Genuine Draft/Miller Lite, Coors/Coors Light, Corona/Corona Extra and Heineken — spent just over one billion dollars.

The Iowa State researchers also asked teens about their intentions to drink as an adult. Advertising and parent and peer approval of drinking were all significant predictors of intention to drink. Arterberry said with a growing number of young adults reporting substance use disorders, this study offers insight to why some may start drinking at a young age.

“By understanding what influences behavior we can design more effective prevention and intervention strategies to reduce underage drinking, which in turn could lessen the likelihood that alcohol use becomes a problem,” Arterberry said in a press release.

Showcase presents new beef research

BY AMBER FRIEDRICHSEN
@iowastatedaily.com

After farm tours of the Iowa Beef Center, attendees gathered to hear about beef research being conducted at Iowa State on Wednesday at the Beef Nutrition Showcase. The showcase took place at the Hansen Agriculture Student Learning Center, and those in attendance got to hear from numerous speakers who specialize in beef.

Topics of interest included cattle stress and behavior, the role of vitamins and minerals in beef nutrition and the future of cattle farming. To start off the event, Erin Deters, graduate student in animal science, presented an overview regarding stress on beef during transit.

“The feedlot receiving period is one of the most stressful times in the life of a beef animal,” Deters said. “We still expect that calf to eat regular feed, gain enough weight and express normal behavior when it gets to the feedlot.”

When cattle are being transported they are at risk of physical and psychological stress.

“Transportation has been shown to predispose cattle to bovine respiratory disease,” Deters said, “and shipping fever,” Deters said. “Costs that go along with bovine respiratory disease include the direct cost of treatment as well as lost performance and decreased carcass quality.”

To prevent the harm done to cattle when they are transported, Deters discussed the role that supplementing antioxidants into the animals’ diets plays in their health.

“A free radical is essentially a unstable molecule that you can think of as a bully on the playground,” Deters said. “Instead of the bullying taking place, it is essentially neutralizing that free radical before it can cause damage to our healthy cells.”

Deters said by inhibiting oxidation, antioxidants allow cells more energy to use to grow as opposed to fighting off free radicals.

Deters pointed out transit is unavoidable in the beef industry and sometimes negatively impacts beef quality and performance. Understanding how cattle undergo stress during transit can help producers find ways to minimize these negative impacts and benefit their animals.

“The cattle have been transported to the farm, their health is still very much in consideration,” Katherine VanValkenburgh, a postdoctoral research associate in the animal science department who has done research in precision livestock farming.

“When cattle are healthy and perform effectively, they are eventually able to be processed and have their products sold to consumers. Lee Schulz, an associate professor in economics, talked about the future of cattle markets and what producers can expect.

“When you look at future prices now, they’re all really suggesting higher prices for fed cattle, feeder cattle and calves,” Schulz said.

Now, people are seeing “flat consumption,” meaning that demand has increased from past years and is remaining steady.

The technology detected the cattle’s ill behavior and then notified VanValkenburgh’s phone that there were animals in need of treatment.

“Iowa Organic Farmers will ask candidates vetted questions about their policies — questions that aren’t asked at the Iowa Farm Bureau or other organizations,” Arterberry said. “We want candidates to research the issues the Iowa organic farmers face.”

“All presidential candidates have been invited to this forum, but Sanders is the only confirmed candidate attending as of late Wednesday,” Arterberry said.

In a recent study published, 99 percent of middle and high school students surveyed had heard of Budweiser/Bud Light, the top spender on advertising, and 44 percent said they had used the brand. The ad strategies used by beer companies appear to influence underage drinking.
Acknowledgments: In addition to the faculty members whose work is highlighted in this text, many other faculty members across Iowa State and other institutions contribute significantly to the workloads and responsibilities discussed. The work of these individuals is essential to the functioning and success of higher education institutions across the country.
How to find your motivation

Tips for you to ease into Dead Week and finals

BY PEYTON HAMEL

The moment has come, ladies and gentlemen. Dead Week and finals. They are only a few days away. Am I stressing you out? Good. Feel a little guilty? Even better. Some of you have not started studying for finals and you feel worse every day because of it. Hint: maybe it is time to start.

On a more serious note, we are within the last few weeks of the 2019 fall semester. Time to buckle down and ride the bull. Some of you (alright, maybe most of you) are struggling with the motivation to study, or to do anything at all. This is the sprint at the end of the 800 meter. You had Thanksgiving break to rejuvenate, so here a few tips to get you started on your study excursions.

TIP #1: FIND YOUR MOMENTUM

Split your projects and studying into smaller sessions and goals. In the end, you will feel more achieved because you checked something off that long list of to-dos. Study for a class for at least half an hour and I promise you that you will regurgitate your information easier in a more comprehensive manner than cramming hours into the last few days before your exam.

TIP #2: FIND YOUR INSPIRATION

Get comfortable, change your location matters just as much as health conscious. Want me to keep going? Here a few tips to get you started on your study excursions.

TIP #3: SURROUND YOURSELF WITH THOSE WHO MOTIVATE YOU

Hop on the bandwagon, folks, we are going on a wild ride. Find a few buddies who push you to study and work, despite you hating them for it. Your comfort is not their concern at this point in time. Get desperate and find something beautiful to stare at and listen to your banger playlist to help keep you sane throughout the rest of the semester.

The truth is this: you will never be in the mood and you will never feel fully motivated. Here is the realism: it has to get done anyway. You are responsible for your own progress and your results. If you do not feel you are satisfying your needs or goals, now is the time to kick finals in the shins and bat a home run. Go get you that job. Get you that scholarship. Get you into medical school. Go you.
Edwin Kurgat’s long journey to success

Cyclone tops off running career with NCCA title

BY ADARSH TAMMA
Iowastatedaily.com


Since 2013. Prior to coaching for the Cyclones, Smith had success at other Division I programs, as he won two national championships in women’s cross country and repeated in 1982. He then continued his winning ways at Wisconsin, collecting two more national championships in men’s cross country in 1985 and 1988. Under Smith’s tenure, the Cyclones have undergone a transformation to become one of the nation’s top cross-country running programs in the country. The 2018-19 season has been one of his best, as both the men’s and women’s cross-country squads won titles at the conference and NCAA regional meets.

When looking at Kurgat’s physique, it is easy to see why he has been so consistent over the past three years on the cross country course. A tall and lean Kurgat appears to be a grittier stride than most athletes and sleek speed that allows him to gradually wear down his opponents over the course of the race — no pan intended.

Kurgat’s vast experience in distance running has allowed him to realize a fact of any athlete. “Running is just not easy,” Kurgat said. “Therefore, I know that if I feel tired, other runners around me should be feeling the same. From there, it turns into whoever can withstand the fatigue, and whose strategy that will allow him to win the race.”

This insight into the mind games that Kurgat described shows one of the most difficult keys of distance running — one’s mental approach. The idea that your athletic ability will always carry through can only take you so far. When your mind is telling your body to quit with 1K to go, the runners who have the mental resolve to pull through this pain will do so and be successful.

To Kurgat, this mindset of push-through the hard times while always enjoying the good ones is something that still resonates in the program. “I believe that discipline is the key to success,” Kurgat said. “If you put in the work and are committed to what you do, you will be successful.”

Kurgat’s career finished with an individual title in the NCAA Championships in 2018, finishing second in 30:21.6 in last year’s meet, losing in a tough finish to Stanford’s Grant Fisher and Wisconsin Badger Morgan McDonald, both of whom graduated last year. He became the first Cyclone runner to win the individual title since fellow Kenyan Josiah Koelmel did so back in 1990.

At the end of the day and after all of his accomplishments, Kurgat will still keep pushing in distance running, as he will graduate this year with a degree in industrial engineering. “I am once again grateful for what I have had over the years,” Kurgat said. “Everything that I will look to in the future is dependent on how I do this last year.”

In this fashion, Edwin Kurgat’s journey in the sport of running and life itself is filled with the highs and lows of every education. At the end of the day however, the best does not necessarily have to be the most straightforward path, but the one that weathered the storms the best.

Kurgat’s story is not the average "straight path."
The Voidz’s ‘Virtue’
Album reflects existential dread of the past decade

BY ALEXANDER.GRAY
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Learn from history or be doomed to repeat it. The Voidz’s sophomore album, “Virtue,” looks to the past, present and future — lyrically and musically — a product of the tumultuous past decade. Julian Casablancas, frontman and visionary for the Voidz, warns of the dangers in repeating history, grappling with his past career and disillusionment with power.

“Virtue” bridges the gap between Strokes-defined alt-rock and “Tyranny,” the Voidz’s significantly more challenging debut. It also marks a rebranding for the group, cleansing the grim, war-torn presentation for “Tyranny” in favor of retro 1980s, when the Voidz was Casablancas dropping his name from Julian Casablancas The Voidz.

Casablancas began recording The Voidz after feeling like he played it too safe with his debut solo album, “Phrazes for the Young,” he told Rolling Stone in an interview. Casablancas also talked about taking a break from collaborative friction he faces with the Strokes.

“I... My personal vision quest from day one has not altered, and I think that I can’t tell other people what to do and I don’t want to tell other people what to do,” Casablancas said. “And I think that with the Voidz, I think we’re on the same wavelength. And with the Strokes it’s more like everyone does what they do.”

The Voidz don’t play it safe at all in “Virtue,” subverting the listener to a calcu dated tonal whirl of over 15 tracks on the nearly hour-long album. Their brand of experimental rock pulls musical influences from genres across the decades, with the band stretching and bending vocals and guitar far beyond their normal limits.

It’s clear Casablancas is doing exactly what he wants to with the Voidz by trying something bold and different every song. Opener “Leave It in My Dreams” is a reflection on Casablancas’ career since the Strokes’ hit debut “Is This It,” in which he comes to peace with his regrets. The track lacks fast-time listeners of “Virtue” into a false sense of security, echoing work from later in the Strokes’ discography, albeit with a nostalgic, 80s mask.

The Strokes’ familiar sound is found in other tracks like “Permanent High School” and “Lazy Boy,” both commemorating fears and experiences with his career with the Strokes.

The former shows a high schooler finally learning about reality around him, experiencing the “lived-in” aesthetic of awakening/And temporarily see the madness of your life.” The latter has Casablancas dealing with crushing feelings from disrupting the endless cycle of trying to please fans with his music.

His struggle with the constraints and expectations surrounding such a renowned and influential band are apparent. Casablancas sees little reason to care in a world that expects so much of him and offers little in return.

The Voidz shatter the rose-tinted glass of “Leave It in My Dreams” in QYURYYUS, one of the catchiest tracks on the album, chanted by the band as “cyber-Arabic-prison-jazz.” Unstable synths wails are boosted by a wobbly Eurodance bass line, all backdrop to Casablancas’ Middle Eastern-inspired vocals — autotuned beyond distortion to become a human-powered synthesizer.

The track drops any pretense of “Virtue” simply by being another Strokes project. This is where the Voidz embark on their true “vision quest” as pieces to the great multi-genre mess of an album start to fall into place.

The band’s take on danceable pop music from the 80s and 90s, “All Words Are Made Up,” recklessly bounces along, dripping neon from the ‘80s and ‘90s, “All Words Are Made Up” is one of the catchiest tracks on the album, but hopelessly stuck in the recording.

The song crashes to a close as the world around crumbles.

Pointlessness reigns in the chaos, bringing the album to a dark, miserable end with the drunken ramblings of a depressed man. Despite Casablancas’ pleas throughout “Virtus,” he knows the status quo will persist. As he means “What does it matter? he no longer clings on to the desperation for change, writing on not just feelings of angst but hopeless nihilism.

The Voidz’s sophomore album succeeds as a reflection of Casablancas’ place in the world, nailing the frustration and existential dread of life in the past decade. Between the album’s message — unlikely to soon fall out of relevance — and contributions to the evolution of rock music, “Virtus” is placed as one of the best albums of the 2010s.

About 10th of the 10s: Limelight is looking back at the best albums of the 2010s. While streaming services and viral singles have slowly washed the impact of a full-length release, brief album of the 2010s: pushed boundaries, inspired new sounds and planted a range of genres. Each album in the series is independently selected by the reviewer.
are in charge of organizing auditions, scheduling interviews, creating newsletters and programs and much, much more.

“We have to make sure the show’s on time and that it’s on budget and that’s it,” said Jackson. “Typically the first thing I do is get our crew together, somebody that does lighting or a sound prompt or technical director, our house manager. If you look in a program and see the people who work a show, it’s their equivalent of a producer to line that all up and get them on board. So this has a tango and a swords fight scene, so we need a choreographer to choreograph it, blissfully, one landed in my lap.”

But producing doesn’t always come so easily. Producers often have to fix difficult problems, even though they might have to be creative to do so.

“Once you've got that done, so far,” Meyer said, “We cast the show, do the scheduling and we’re in charge of the overall vision of the show — essentially that the actors do. And then the director, final approval of all costumes, lighting, sound. You’re the director of everything. Directors are very detail-oriented, and do their best to make every performance the best that it can possibly be. By coordinating with all of the different departments and actors, they can ensure one coherent style that remains consistent throughout the show. But, with great power comes great responsibility, and if you’re a producer you need to have the vision that you want on stage.”

But the director’s power will only go so far, Meyer added. She has also volunteered as the stage manager for “A Christmas Carol.” Stage managers are busy backstage making sure the show runs smoothly by giving time checks, reminding actors to grab their props and make sure everyone — lights, sound, actors — hit their cues.

“On opening night, the director’s done — it’s the stage manager’s show,” said Jackson.

The stage manager is also the go-to person problem solver, Jackson told. “They need to know the play inside and out. They need to know how the scene works, the transitions. They need to know all of the acting through each scene.”

“Women Who Design has an Instagram page and is sponsored by Adobe XD. The club’s mission is to celebrate the successes of women in design. In the future, Women Who Design plans to organize more structured events that will help students to build their portfolios and are interested in finding a more arrangeable meeting time for the club. They are looking for ways to involve the local community theater, ACTORS is always looking for ways to involve the local community and Iowa State students.”

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Iowa State Daily Thursday, December 5, 2019

**ACTORS on the Holidays**

“ACTORS on the Holidays” will feature the ACTORS jazz band playing Christmas music. Tickets are available for the show's **final two performances** on **Thursday, Dec. 5** and **Friday, Dec. 6** at 7:30 p.m. in the Leighton Conservatory. **Tickets are $10 for adults, $5 for ISU students and faculty/staff and free for ISU kids**. **For more information, visit actorsiowastate.com.**

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