With only five total wins over the course of three years, the 1997 Iowa State football team managed to walk away with only one win for the season. While fans may not have had a lot to cheer about, one man wanted that to change. That year, Lance Heimsoth, an Iowa State alum and long-time season-ticket holder, began cheering every time the Cyclones made a first down. Sitting in Section E of Jack Trice Stadium, Heimsoth wanted to create some excitement during the games.

“We didn’t score [touchdowns] very often so I started yelling ‘first down’ just for something positive,” said Heimsoth. Though it took a few years to catch on, fans in Heimsoth’s section soon began encouraging his antics. “If I didn’t do it then people either behind me or in front of me would say, ‘Hey! That’s another Cyclone...’ and then I would yell ‘First down!’ That’s kind of how we started it,” Heimsoth said.

He quickly became known as “the first down guy” throughout the upper sections of the stadium. He explained that sometimes he would move one or two sections down from Section E if there was an open seat to get new groups of fans excited. Eventually, most of the upper deck knew Heimsoth’s first down chant.

Drating one game in the early 2000’s, Heimsoth decided to take off his shirt and get painted for the game. For the next several years he would either paint his body or wear a costume to each game. Along with other men that sat with him, Heimsoth dressed as a Cyclone cheerleader, gymnast and once wore an entire football uniform.

 “[The university] had put all of the uniforms on auction and one of the guys that would sit with us bought [linebacker] Alvin Bowen’s jersey,” Heimsoth said. “I wore his jersey to one of the games along with the pants and helmet, the whole uniform. I didn’t have the pads but I wore the whole thing. When the players got off the bus and walked through the crowd, I went up and shook Bowen’s hand and he started laughing hysterically. It was fun.”

As a child, Heimsoth grew up cheering for the Nebraska Huskers despite being an Iowa native. Iowa State was not broadcast all the time, but Nebraska games were always on, so his family cheered for the Huskers.

It wasn’t until his older brother attended Iowa State and became a member of the university’s golf team that Heimsoth became interested in the Cyclones. “When I was in my teenage years I would go down and visit [my brother] and I would see Ames and that’s kind of how I fell in love with Iowa State,” Heimsoth said.

In 1988, Heimsoth started school at Iowa State as a finance major, was a member of Sigma Alpha Epsilon fraternity and attended nearly every football and men’s basketball game, as well as some women’s basketball games while in school. Heimsoth now lives in Sioux City, Iowa. He maintains his love for the Cyclones on and off the field, volunteering as a youth football coach and serving as a member of Sigma Alpha Epsilon.

“I have many a night where I would trek home and get back about 2 o’clock in the morning after a game,” Heimsoth said. Heimsoth now sits in Section V in order to be closer to his old fraternity brothers. He says that his friendships with the men of Sigma Alpha Epsilon has been one thing that has stood the test of time. One of the reasons Heimsoth still attends the games is to see his brothers.

Heimsoth has passed his love for the Cyclones on to his two daughters, one of whom is currently a sophomore at Iowa State and a member of Kappa Kappa Gamma.

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- Lance Heimsoth, Iowa State alum

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“We didn’t score [touchdowns] very often so I started yelling ‘first down’ just for something positive.”

- Lance Heimsoth, Iowa State alum
HANNAH OLSON/ IOWA STATE DAILY

Food science club members hand out free ice cream they made using liquid nitrogen on Wednesday in MacKay Hall.

BY MANICHEH NAONADY
@iowastatedaily.com

This first and only ISU Signature Ice Cream Contest allows students to win cash prizes and provides the stepping stones for Iowa State to build a creamery in the future.

The contest, hosted by the Department of Food and Human Nutrition, is in full effect until Nov. 15. This contest is open to all Iowa State students and the top three developers will win cash prizes, with the grand prize being $500.

“By launching a contest, what we hope is that the students will send us such great ideas, that this will become the signature ice cream for many years,” said Stephanie Clark, a professor in food science and human nutrition.

Students may enter individually or as a team of four.

“If I will be participating in a group with three other members,” said Geena Whalen, senior in food science and participant in the contest. “I decided to go this route because this allows the product to be created with several people’s perspectives. It also allows the group members to work on their target skill areas.”

Participants are also required to submit a formulation of their creation and a promotional video.

The ice cream creation will be judged based on the ice cream name/flavor appeal/ISU theme, product description, mix and flavoring formulation and the promotional video.

“I know many people that are intimidated by the formulation aspect,” said Amanda Sperlitz, junior in food science and participant in the contest. “However, 75 percent of the judging doesn’t focus on the actual formulation.”

This contest also intends to bring awareness of a future creamery being built on campus.

“We want to get people excited about that,” Clark said. “To know that is our plan, and we want students involved in that process.”

While this is the first ice cream contest at Iowa State, this will not be the first creamery on campus. Iowa State did have a creamery in the early ‘70s, but it was shut down.

“All of the farmers had to pay property taxes, so some were losing money and going out of business,” Clark said. Clark stresses on the dairy presence and the importance of having a creamery back at Iowa State.

“Iowa State is a land grant institution, it is the state school that is deeply rooted in agriculture and we have a strong dairy industry,” Clark said.

Not only will the winning participant receive a cash prize, but they will also leave their mark at Iowa State.

“We are hoping this product will be such a great idea that it will be a featured product at events,” said Clark. “I see it as an opportunity to leave your legacy.”

Entries must be submitted by 4 p.m. on Nov. 15 to Clark at milkmade@iastate.edu. Winners will be announced on Dec. 8.

NRHH is an organization at Iowa State composed of up to 1 percent of leaders from within residence halls and on-campus apartment communities. Olivia Carrasco, president of NRHH, sees NRHH as a way for Iowa State’s top leaders to give back.

“We didn’t get here alone obviously, so we’re always looking for ways to give back,” Carrasco said.

At the beginning of the semester, Carrasco didn’t like the fact that the majority of NRHH meetings consisted mostly of her talking to the organization. While brainstorming ideas, Tyler Hoeing, director of service for NRHH, shared that he could set up a pen pal program with a kindergarten classroom he previously worked in.

“I said, ‘I have the connections, let’s do it,’” Hoeing said.

Hoeing reached out to the classroom he worked with at Meeker Elementary, and organized the group to start writing letters to kindergarten students twice a month.

Although the group has so far only sent one letter, he hopes to make the program into something where NRHH members can give advice to and relate with younger kids.

“For us, it gives us an opportunity to just get to know a younger generation,” Hoeing said.

Carrasco liked the idea from the beginning, especially because it went beyond the kind of thing that NRHH usually does when it comes to giving back.

“We were trying to look for a broader way to give back in the Ames community,” Carrasco said.

In the future, Carrasco would like to see them develop a relationship with these younger students and eventually come in to meet them.

“We’re writing to try to show them they have friends up in higher school,” Carrasco said.

Teri Prochaska, kindergarten teacher at Meeker Elementary, is the teacher of the students NRHH has been writing to. From her perspective, the program has so far been a success.

“They were super excited, it was fun because they were hand written letters with a ton of sentences and words that they couldn’t read,” Prochaska said.

The first letters between NRHH and the kindergarten class were relatively simple. NRHH members introduced themselves to the students and asked them questions like what their favorite color is. Prochaska then read the letters to the students and had them draw out responses.

Prochaska shared she is hopeful the program will grow with her students, eventually having her students write out their responses.

“I am visualizing in the future my kids being able to write full sentences,” Prochaska said.

Prochaska feels that this program teaches her students something she couldn’t necessarily teach before, the concept of communication through writing. She shared that the way the letters are being written is helping students by having them answer questions and opening a dialogue.
Roger Blandford is an astrophysicist widely recognized for his contributions to the study of black holes.

Thursday, October 26, 2017
8 pm - Benton Auditorium, Scheman Building, Iowa State Center

Leadership: Finding a Roadmap for Success
Consuelo Castillo Kickbusch

Thursday, October 26, 2017
7 pm - Sun Room, Memorial Union

The Freshman Research Initiative at Iowa State is an opportunity for freshmen or transfer students to get experience participating in scientific research, while also receiving credit.

Elizabeth Sandquist, postdoctoral fellow in genetics, helps coordinate the Freshman Research Initiative (FRI) at Iowa State. She believes a reason for the drop of STEM majors is the fact that they don’t get exposed to research opportunities right away in their college career.

The FRI started 10 years ago at the University of Texas at Austin, and it is currently utilized at five institutions around the United States.

“They did a retention study at the University of Texas at Austin and they showed that students that participated in their research program were more likely to stay in STEM and they graduated on time,” Sandquist said.

The FRI at Iowa State is an opportunity for freshmen or transfer students to get experience participating in scientific research, while also receiving credit.

“A lot of students don’t get to do research in a lab until they are sophomores, juniors or seniors, and there is only so many labs that students can participate in,” Sandquist said. “That’s what this program works to do — it works with faculty in different departments to create courses a student can enroll in so they are going to get credit for that class, but they are actually doing real research.”

Right now, there are 12 different courses available for students to enroll in across different types of STEM disciplines.

These courses are available through the College of Liberal Arts and Sciences and the College of Engineering, and are typically offered during the spring semester.

The drop in interest in STEM majors is often because professors see the introductory level courses as “weed out” courses; therefore, the classes focus primarily on content instead of experience.

“You don’t really get to see how science is performed when you’re doing a traditional lab, and so the idea is that if you can get students to see how science is actually done, then they can be more engaged in science, that they can feel like they’re part of the scientific community because they have actually contributed some research to a project,” Sandquist said.

With other majors and career paths, it may be easier to determine a long-term career path early in one’s college career, but in STEM majors, it’s not so clear.

“Other careers, like nursing, you know what a nurse does,” Sandquist said. “You know what a cop does, you know what a teacher does, but science is a lot more veiled.”

Sandquist became passionate about teaching when she was a graduate student and she learned about education research.

Sandquist found that students learn better when they are actively learning instead of sitting and being lectured.

“Rather than just saying ‘this is how it works,’ provide them [students] that evidence and let them come to that conclusion that this is how this process or phenomenon works,” Sandquist said. “There’s evidence that this kind of student-centered or active learning, that students do better and they learn more and they retain it better.”

If students are interested in enrolling in an FRI course, they can visit the website or talk to their advisors or professors. Most courses are just like any course as far as enrollment, however there are some that do require a permission number.

Sandquist suggests the FRI to students who want to see “how science is actually done in real life.”

Even if a student is debating whether or not to go into science, an FRI course could help determine if it is the right fit.

“These courses can get students a head start on their researching skills, and springboard them into other opportunities.

“They are going to gain skills that will put them in an advantage,” Sandquist said. “This is just the freshman year, but it can really be a springboard for them to do future research experiences.”

The FRI will be holding a poster symposium in the spring, typically during dead week during which people can see the work the students have done.
An officer initiated an art-related investigation at Maple Hall.

An individual reported being harassed at 109 University (reported at 10:27 a.m.).

OCT. 24

An individual reported the theft of a wallet at Parks Library (reported at 2:25 p.m.).

An individual reported being harassed at the Armory Building (reported at 6:38 p.m.).

An individual reported being personally threatened at Park Hall (reported at 10:44 a.m.).

An individual reported being harassed at 109 University Village (reported at 11:00 a.m.).

Drew James Holthaus, age 19, of 2410 Blankenburg Dr Unit E - Ames, IA, was cited for possession of a controlled substance (reported at 11:48 a.m.).

An officer initiated a drug-related investigation at Maple Hall (reported at 1:15 p.m.).
Ames Marching Band protest is very ‘American’

BY MEGAN SALO
@iowastatedaily.com

Monday night, the Board of Regents voted unanimously for Wendy Win-
tersteen as the first female Iowa State president effective Nov. 20. Although Wintersteen wasn’t my first choice, I am still proud to see a woman in this lead-
ership position and hope to see more and more women in leadership and politics.

Although I don’t agree with voting for someone or supporting someone simply because they’re female ("cough" Betsy DeVos "cough"), I do believe that women need to be better represented in government and it seems like the only way to truly do this is to actually have women in these positions.

A hot topic of discussion right now is the changes to women’s rights to birth control. The Trump administration has declared that employers can deny their employees insurance for birth control based on religious or moral reasons. In a recent viral video Sophia Bush, former One Tree Hill star and birth con-
trol advocate, explained that “71 percent of our elected officials are men. And they don’t know sh*t about birth control.”

She goes on to explain the different reasons that women have for using birth control and argues that if more women were involved in the decision making, birth control access probably wouldn’t be up to lawmakers or employers.

More women are beginning to be in-
volved in the U.S. government, but there still needs to be more representation. Currently in the U.S. House of Repre-
sentatives, only 83 of 435 of the seats are held by women and of the 100 in the U.S. Senate, there are only 21 women.

Women’s rights aren’t the only policies that would benefit from having a less gender-skewed government.

The point of a government is to repre-
sent a nation and to make decisions that will benefit the people of that nation. If women’s voices are outnumbered and overpowered in politics, then they won’t be able to adequately represent American women.

More diverse voices will help make smarter decisions.

Again, I don’t believe in voting for someone just because they’re female. I do believe that more women should get involved in politics or run for office, and I believe that women in the government have earned and should be shown more respect than they are currently being shown.

I’m excited to see what changes wom-
en will make in our government and what changes a woman will make to our university.

OPINION

We need more women in leadership

COLUMN

A Fox News columnist Todd Starnes called a recent protest by Ames High School March-
ing Band un-American, disgraceful and sick-
ening. The ISD Editorial Board respectfully disagrees.

At the game, 13 band members hooked arms and walked off the field during a performance of “The Star-Spangled Banner” ahead of the Ames football game versus Des Moines Lin-
colin, according to the Ames Tribune.

The protest is just one of many surrounding the national anthem across the country. Though some may interpret the protest disrespectful, it also makes a statement in a peaceful manner.

However, just as we said in a previous edito-
rial about NFL stars kneeling, we again reiter-
ate that this protest is not about the national anthem or patriotism, it’s about injustice. It’s about the injustice people of color face, partic-
ularly with police brutality.

Put simply, peacefully protesting is Amer-
ican. Wanting less injustice, and making your voice heard about it, is very much American. But that’s really not what the conversation should be about. Rather, the conversation should revolve around police brutality and race relations in America.

White people make up roughly 62 percent of the U.S. population but only about 49 per-
cent of those who are killed by police officers, according to a Washington Post analysis. African Americans, however, account for 24 percent of those fatally shot and killed by the police despite being just 13 percent of the U.S. population.

This discrepancy is certainly related to other biases and injustices people of color face. Stan-
ford’s Center on Poverty and Inequality found that while some disparities have improved during the past few decades, inequalities still exist across housing, health care and income levels.

Stop changing the message. This is the con-
versation we are supposed to be having. This is the problem we should be hoping to find a solution to.

And if you must talk about how people are peacefully protesting, then at least give those protesters the courtesy of discussing the topic that they are protesting.

It is also inspiring to see young people being civically engaged. There are consistent stereo-
types, some for good reason and some not, that millennials are self-absorbed and care little about society at large. For example, millennials have typically had lower voting turnouts.

These Ames High School students are defy-
ing those stereotypes. And whether or not you disagree with their protest mechanism, their actions of standing up to injustice in a peaceful manner should be commended.

EDITORIAL

A hot topic of discussion right now is the changes to women’s rights to birth control. The Trump administration has declared that employers can deny their employees insurance for birth control based on religious or moral reasons.

In a recent viral video Sophia Bush, former One Tree Hill star and birth control advocate, explained that “71 percent of our elected officials are men. And they don’t know sh*t about birth control.” She goes on to explain the different reasons that women have for using birth control and argues that if more women were involved in the decision making, birth control access probably wouldn’t be up to lawmakers or employers.

More women are beginning to be involved in the U.S. government, but there still needs to be more representation. Currently in the U.S. House of Representa-
tives, only 83 of 435 of the seats are held by women and of the 100 in the U.S. Senate, there are only 21 women.

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More diverse voices will help make smarter decisions.

Again, I don’t believe in voting for someone just because they’re female. I do believe that more women should get involved in politics or run for office, and I believe that women in the government have earned and should be shown more respect than they are currently being shown.

I’m excited to see what changes wom-
en will make in our government and what changes a woman will make to our university.
Cameron Lard: A young leader
Lard to take advantage of first Ames fall

By Brian Mozey

Even though Hilton Madness didn’t actually have a dunk contest, Cameron Lard didn’t disappoint on bringing the show.

Lard was grabbing alley-oop passes and dunking the ball with his head a few inches above the rim. He also had a handful of fast breaks that brought Iowa State basketball fans to the edge of their seats waiting to see how Lard would outdo himself.

Dunk after dunk, Cyclones fans realized the potential in the redshirt freshman forward. “It was fun to watch [that] Friday,” said senior guard Donovan Jackson. “He can put on a show and definitely can make Hilton go crazy during the season.”

Lard committed to Iowa State in April of 2016 and was expected to be in Ames during the summer and fall of 2016. That didn’t go according to plan.

The NCAA said Lard wasn’t academically qualified to play at Iowa State and needed to finish his high school work to become a Cyclone. It took some time, but Lard went to Pro-Vision Academy in Houston to finish the work needed to become qualified.

During Iowa State’s winter break, the NCAA gave their approval for Lard to come to Iowa State and officially be a part of the team. It was a feeling like no other for Lard. “I was really excited to get over to Iowa State and start my college career on the right foot,” Lard said.

Once he started classes Jan. 9, 2017, the next question was, how much playing time was he going to get on the basketball court? If Lard was at Iowa State in the fall, his playing time might’ve been higher because he was there for fall practice and the non-conference season. Instead he came in the spring semester when Iowa State was starting conference play.

“It was hard to get Cameron [Lard] ready for conference season is a different type of mindset than any other part of the season,” said senior guard Donovan Jackson. “He can put on a show and definitely can make Hilton go crazy during the season.”

Lard and Jakolby Long are the only other players that were on the team. Lard and Jakolby Long are the main three that had substantial playing time last season. Otherwise, Weiler-Babb are the main three that had substantial playing time last season.

Lard looked at this in a positive light, which made it a better visualization for him. Instead of thinking of himself as a leader, Lard looked at it as a father.”

“Just a whole lot of work,” Lard said. “Since day one, since I got here in January, it’s just been working out every day and getting better.”

Now, all eyes are on him to be an integral part of Iowa State’s team this season. Even though he’s a redshirt freshman, he’s probably one of the more experienced players on the team.

Of course, Solomon Young, Jackson and Weiler-Babb are the main three that had substantial playing time last season. Otherwise, Lard and Jakolby Long are the only other players that were on the team.

Lard was on the team last season when Iowa State won a Big 12 Championship in Kansas City, Missouri, as well as seeing the environment during the NCAA Tournament. He’s going to be looked at as a leader this season.

“Cameron [Lard] has all the traits to become a leader for this team,” said assistant coach Danital Robinson. “Now, he just needs to have a hold those steps to become that great leader for the future.”

This season, he’s been improving not only on the court, but also off the court and in the classroom. Academically, Lard has been steadily improving his grades and it’s due to a new mindset.

Lard said if he keeps himself accountable with tests and homework assignments, he can be successful in the classroom. He’s been trying to incorporate this philosophy this fall semester and so far, it’s been working out well for him.

Now, he’s just excited to be at practice instead of sitting on the sidelines like last spring semester. “The season can’t come fast enough for Lard and the expectation is pretty clear in his eyes. “Just got to tune it in and see,” Lard said. “I’m just ready to start playing. “We’re going to do whatever we need to do to make Cyclone Nation happy.”

Hannah Olson/Iowa State Daily

**CAMERON LARD**

From: Natchitoches, Louisiana
Class: Redshirt Freshman
Position: Forward
Height: 6’9”
Weight: 225 lbs

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World Cuisine recipes

Pilauf

* 1 kg rice
* ½ kg beef
* 1 kg onion
* 1 kg carrot
* 1 L water
* 2 whole garlic stalks
* 1 ½ tbsp cumin
* ¾ cup oil
* Salt (to taste)

Pour oil into pan. Heat it, then add onion and fry it for a little bit. Add meat and let the juice come out. After that, add sliced carrots, garlic and spices. Mix everything together and then add water. Let it all simmer for about 30 to 45 minutes. Add rice, cover and let it simmer for another 30 minutes.

Fresh spring roll

* 5 pounds shrimp, cooked
* 7-10 pounds pork or lean meat
* 3 bags thin cut vermicelli noodles
* 1 ½ tbsp tumeric
* 1 jar hoisin sauce
* 1 jar peanut butter
* Salt
* Sugar

Prepare shrimp and pork. Boil the water, add the shrimp and cook for 30 to 60 seconds until just cooked through. Use a slotted spoon to remove the shrimp and set aside to cool down.

While the water is still boiling, add the pork, reduce the heat and boil until cooked through. Remove the pork and let it cool. Once the shrimp have cooled, slide each one in half horizontally. Once the pork has cooled, cut across the grain to create a thin slice of pork. Set the pork and shrimp aside.

Wash the lettuce thoroughly and remove the ribs. Then assemble spring roll.

To make sauce:

In a small saucepan, whisk hoisin sauce and peanut butter together. Use less liquid for a thicker sauce and more for a thinner sauce. Add sugar and salt if needed. Heat over a low flame until all the mixture combine. Remove the sauce from heat.

Serve rolled spring roll with the cooked sauce.

Information gathered by Jill O’Brien, jill.obrien@iowastatedaily.com.
“Oh my God, you are not gonna believe this,” he said. “But I am now a junior at Iowa State and when I was just a little pipsqueak, eight or nine years old, I used to sit in Section E and you were my idol.”

Though few know just who Lance Heimsoth is, every Iowa State fan that attends football games knows his cheer.

“The first season that they announced over the PA system, ‘That’s another Cyclone, first down!’ it was funny cause everybody next to me was yelling ‘Lance, they stole your chant!’ So, you know, I didn’t think anything of it. I liked it, just anything to get the crowd participating was enjoyable to me,” Lance explained.

Lance will be celebrating his birthday this weekend at the homecoming game. He said he always looks forward to going to games and plans to be a season-ticket holder for many years to come.

“You know, some people’s obsession or hobbies are fishing or reading or hunting,” he said. “Mine is Iowa State Athletics.”

“I always look forward to going to the games,” he added. “I love the pre-game tailgate, the stadium is always packed, and it’s a lot of fun.”

Lance will be attending his 43rd consecutive football game on Saturday.

“I always look forward to seeing the fans,” he said. “They are always excited and it makes the game even more enjoyable.”

“I never missed a football game growing up,” he added. “I always loved going to the games and watching my dad play.”

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“My sister and I went to plenty of Iowa State football games with my dad, and we always looked forward to it,” Jahni Heimsoth, Lance’s daughter, said. “When people would talk about the ‘first down guy,’ I knew that they were talking about my dad.”

According to Lance, there have been numerous instances when he has been recognized in front of his family.

“[Jahni] comes to all the football games and tailgates with us,” Lance said. “The kids got to experience their father being wild and crazy as they were growing up. They’ve heard stories. In fact, we’ve been in places on numerous occasions where we have been walking around and people will yell ‘Hey, it’s the first down guy!’”

While his family was at a country music festival in Cherokee, Iowa, Lance was recognized by a young man.

As he walked around, the young man went up to him and asked, “Are you Lance?” When he said yes, the young man became ecstatic.

“Oh my God, you are not gonna believe this,” he said. “But I am now a junior at Iowa State and when I was just a little pipsqueak, eight or nine years old, I used to sit in Section E and you were my idol.”

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