



ISU football fans will have their first opportunity to experience the renovations to the south end zone at Jack Trice Stadium on Saturday when Iowa State plays Northern Iowa in the 2015 season opener. Megan Anderson/Iowa State Daily

## Revamped venue befitting of unwavering ISU fan base

By Max Dible  
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This Saturday, Scott Eldridge will embark on a date with déjà vu that's been four decades in the making.

In the fall of 1975, the then 23-year-old Eldridge bore proud witness as Jack Trice Stadium's gates swung open for the first time, dawnning a new era of ISU football in Ames.

The Cyclones defeated Air Force 17-12 that September afternoon. Now, almost 40 years later to the day, Eldridge will be in attendance for another milestone — the unveiling of the new south end zone club.

Only this Saturday, he'll have better seats.

Eldridge — a former chief financial officer and chief operations officer at St. Luke's Hospital and now the proprietor of four Square Tire locations in the Sioux City area — will take up his place on the 21-yard line in the northwest corner of the revamped venue, hoping his beloved Cyclones can defeat Northern Iowa and break their two-year losing streak against FCS teams in season openers.

And it's that brand of loyalty from a man who has been a season ticket holder for most of his life that may puzzle those who stand outside the ISU football culture, peering in from a distance.

Iowa State fell at home to Northern Iowa in 2013 and North Dakota State in 2014, two teams that could go undefeated and still not qualify for a bowl game because they aren't even a part of college football's bowl subdivision.

Iowa State, on the other hand, could pool its wins from both of those seasons — 3-9 and 2-10 efforts, respectively — and it still wouldn't be enough to qualify the Cyclones for a bowl game appearance of their own.

And so the question begged is: What keeps fans like Eldridge, his wife and their four children coming back

amid one of the worst runs in ISU football history? They could just as easily watch the Cyclones lose from the comfort of their home and save a fortune on gas in the process.

"A lot of it is now the excitement," Eldridge said. "I've got to give a tremendous amount of credit to (ISU Athletic Director Jamie) Pollard. I know he can kind of rub the Hawkeyes the wrong way, but us Cyclones don't really mind that too much.

"He's a guy who's doing things." Doing things is absolutely right. Actually, it's an understatement.

Jack Trice's \$50 million south end zone club — and \$10 million effort to beautify the area just outside of it — is the capstone project of a 10-year, \$160 million face-lift to athletic facilities across the ISU campus, all of which has been guided by Pollard's hand.

Perhaps even more impressive than Pollard accomplishing the enclosing of the south end zone was how he did it.

By procuring the largest cash gift and the second largest donation of any type in Iowa State's history — \$25 million up front from Roy and Bobbi Reiman, which decreased drastically the amount of debt Iowa State needed to incur to complete construction — Pollard has raised the spectacle at minimal cost to the university.

Other gifts to the project total in the \$12 to \$13 million range and will be paid in portions annually. Iowa State's multimedia rights company has also pledged \$15 million in incremental revenue.

It is money that won't all flood in at once and doesn't quite cover the full \$60 million cost, which has caused Iowa State to borrow. But considering the size of the project, the university's investment is more than manageable financially, and is one that is already paying for itself.

Pollard said that by Aug. 20, Iowa State had surpassed ticket sales projections for the entire year, and single-game tickets had appeared on the mar-

ket only a day prior.

"I look at that and say we're coming off a three-win season and a two-win season. A big part of why we're selling tickets is this stadium. So I would say it's already paying for itself," Pollard explained, adding he was surprised at how quickly the tickets were being snatched up.

"But I should have learned a long time ago not to be surprised by the loyalty of Cyclone fans."

Pollard is quick and correct to give credit to the legions of donors and supporters who have helped to bring the south end zone enclosure to fruition, but he may also be too modest.

He serves as the lead recruiter for charitable donations to athletics, and the south end zone club was supported by outside pledges to the tune of 80 percent of its total cost.

Not one of the other projects completed during the last decade — which total roughly \$100 million in collective costs — has raised more than 40 percent of its price tag by way of fan and alumni support.

And for years before the addition was ever announced, attendance at ISU football games rose even as the win totals plummeted.

During the last four seasons, the Cyclones have averaged at least 52,147 fans per game, topping out at 55,361 per game in 2013.

Those four years account for the four highest attendance averages since Jack Trice opened four decades ago. And the cumulative win total in those four seasons? Only 17.

But that hasn't deterred Eldridge or his roughly 50,000 counterparts.

"The excitement level this year is more intense than I've seen in the last few years," Eldridge said. "I think Jamie Pollard is excellent at what he does. One of the reasons we keep going to football games is that Pollard is really good at

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Lani Tons/Iowa State Daily  
Student Government on Wednesday passed a bill that retracts university president's power to confirm Supreme Court nominees.

## Leath's judicial power nullified

### Senate eliminates ISU president's authority to confirm student judges

By Michaela Ramm  
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The Student Government Senate on Wednesday passed a bill 30-2 that eliminates an amendment to the Constitution that gave the president of Iowa State University the authority to confirm members of the Supreme Court.

A student becomes a member of the Supreme Court after the Senate confirms said nominee. Previously, the ISU president also had the authority to confirm a nominee to the Supreme Court. However, this bill removes that power.

"[Senators] traditionally always [confirm nominees], so there's no need for the president to have that power," Sen. Cole Button said.

Button said he notified President Steven Leath of the amendment and he is comfortable with the decision.

The Senate also lost a member when David Moore was unanimously confirmed by the Senate as a member of the Executive Cabinet.

Moore was nominated as the director of special events by the president and vice president of Student Government after the previous director resigned.

President Dan Breitbarth said Moore's duties will entail spring events such as Cyclone Market and Big 12 on the Hill. Breitbarth also said they will attempt to bring back an event with the ideals of Veishea.

"We want to work a lot on bringing back alumni influence, community outreach and collaboration between colleges," Breitbarth said. "We want to bring back what Veishea lost."

Moore said one of his goals is to bring back the parade that traditionally took place during Veishea.

"A lot of alumni like to come back for that and re-live their glory days, so we want to give them an opportunity to come back to something like that," Moore said.

Moore also said he hopes to make Cyclone Market a more collaborative event between the committees on the Senate in an effort to make it bigger and better.

The Senate also approved a bill 27 to 5 that affected the senators' working meetings.

The working meetings are meant to improve the efficiency of the weekly Senate meeting.

Speaker of the Senate Ben Crawford said he did not like that the meetings were mandatory, but would rather hold them as they are needed.

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## Students fear losing phone

By Alex Cory  
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When walking around campus, you often see the tops of heads more than students' faces, as everyone has their noses to their cell phones.

In a digital heavy era, cellphones contain many features that may make life more convenient.

But is it too much? To see just how much students adored their cell phones, Iowa State researchers have developed a questionnaire to help people see if they have "nomophobia."

Nomophobia, which stands for "no mobile phone" phobia, is an affliction that can apply to anyone who experiences anxiety when they lose or can't use their mobile phone. The questionnaire, developed by Caglar Yildirim, graduate student in psychology, is the

first widely available metric people can use to test how nomophobic they are.

The nomophobia questionnaire asks participants to consider their level of comfort with hypothetical situations involving mobile phones, ranging from how scared they would be if they ran out of battery to how anxious it would make them to be without a way to contact their families and friends.

Participants respond to the questions on a scale from one to seven, with one indicating they strongly disagree and seven indicating they strongly agree with the statement.

After all the answers are tallied up, the higher the total score, the stronger the case of nomophobia the participant is likely to have.

"I use it [my cell phone] quite often like most people," said Jake Asmus, junior in electrical engineering. Asmus said he gets anxious when he doesn't

know where his phone is, or if his battery is going to die and he doesn't have his charger.

Ana-Paula Correia, associate professor in the School of Education, who helped with the 2014 study that developed the questionnaire, said she was surprised by the results: The majority of students surveyed had the fear.

Correia believes that nomophobia can come from our reliance on the convenience of modern mobile phones. Correia said that while someone from her generation might be more likely to view a mobile phone as just another device like a printer, the younger generation relies on mobile phones to solve daily problems.

She explains that a desire to "be present" on social media could also lead to nomophobia.

Correia said nomophobia is a fear, not an addiction to mobile phones.

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