



South Carolina running back Marcus Lattimore has been an early favorite for the Heisman.

Heisman Fever 2011

A look at another unpredictable Heisman Trophy race

Although it's always fun to try to predict the winner of the Heisman Trophy, it's a much more difficult task than most realize. And with good reason.

First, the trophy is usually awarded to a quarterback or running back. In college football, often the defense starts the season ahead of the offense, especially if a team

is working with a young quarterback. What this means is that an athlete may start the year with good numbers, but towards the end of the year when his team begins to really jell, he may put up spectacular numbers that get the attention of the Heisman Trophy voters.

Another factor is that performance in big games tends

to weigh heavier in the voting, and teams usually like to schedule their toughest games later in the year. This makes good financial sense. A matchup between two 5-0 teams will attract more fans and possibly earn a television broadcast compared to two teams that are 0-1. One year we thought a specific athlete was a sure bet for the Heisman after his performance during the first half of the season, but a few days before the magazine went to press his team lost by over 50 points and we had to put in a last-minute replacement who was chosen for not only our cover but also the Heisman presentation later that year at the Downtown Athletic Club of New York City.

But then, there are always the surprises. In 2009 Mark Ingram was off the radar of many Heisman voters, as he was only a sophomore, coming off a freshman year in which he rushed for 728 yards, 54 receiving yards and 12 touchdowns. His eventual NFL combine numbers were not exceptional – a 4.62 forty and a 31.5 vertical – compared to that year’s overall combine best of 4.34 and 41.5 inches. So who could have predicted that the following year Ingram would more than double those numbers, setting Alabama’s single-season rushing record with 1,658 yards and 334 receiving yards – and along the way score 20 touchdowns! Such accomplishments played a key role in helping Alabama win its 13th national title. Of course, Ingram was at the top of just about every sportswriter’s preseason list for the 2010 Trophy, but a knee injury in the off-season saw him finish the season with 875 rushing yards and 282 receiving yards. Likewise, in 2000 we predicted Adrian Peterson of Oklahoma would run away with the title, but he was injured early on.

Who will win the Heisman this year? At the time of this writing Stanford quarterback Andrew Luck is the front-runner, along with Boise State quarterback Kellen Moore and South Carolina running back Marcus Lattimore. Two interesting contenders are Michigan quarterback Denard Robinson, who was on the cover of *BFS* in December 2010, and Houston quarterback Case Keenum, who was on our December 2009 cover. This is an interesting contrast, as Robinson is a speedster with a 4.32 forty, and Keenum is a passing machine who is on the verge of breaking the all-time NCAA career passing record. With such contenders only one thing is for certain – this season will be fun to watch!

Case Keenum, starting quarterback for the University of Houston, has a legitimate shot at breaking the all-time NCAA passing record. Keenum’s team started the season 6-0.

Denard Robinson, the speedy quarterback from Michigan, made the cover of our November/December 2010 issue and has a shot at the Heisman. Robinson’s team also started the season 6-0.



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FEATURE STORY

One of the most coveted awards in college sports is the Heisman Memorial Trophy Award. The Heisman, which was first awarded in 1935, is given at the end of the regular season to the young man considered the best player in college football. The award is presented at the end of the year by the Downtown Athletic Club of New York City.

The Heisman is named for John

W. Heisman, the first athletic director of the Downtown Athletic Club of New York City. As for the voting process, the nation is split into six sections (Northeast, Mid-Atlantic, South, Midwest, Southwest, and Far West), each consisting of 175 media voters culled from the print, radio and television ranks. Every past Heisman winner casts a vote as well. Each elector casts a ballot listing their top three choices, with

the top choice receiving three points, the second receiving two points and the third receiving one. This method was adopted with the idea of eliminating regional favoritism, and the player receiving the highest number of points across all six sections is the winner.

Here are the past recipients of all Heisman Trophies. Many names you will recognize as athletes who have gone on to successful careers in the NFL. **ES**

YEAR	NAME	COLLEGE	POSITION	YEAR	NAME	COLLEGE	POSITION
2010	Cam Newton	Auburn	QB	1972	Johnny Rodgers	Nebraska	WR
2009	Mark Ingram, Jr.	Alabama	RB	1971	Pat Sullivan	Auburn	QB
2008	Sam Bradford	Oklahoma	QB	1970	Jim Plunkett	Stanford	QB
2007	Tim Tebow	Florida	QB	1969	Steve Owens	Oklahoma	HB
2006	Troy Smith	Ohio State	QB	1968	O.J. Simpson	Southern Cal.	HB
2005	Vacated			1967	Gary Beban	UCLA	QB
2004	Matt Leinnart	Southern Cal	QB	1966	Steve Spurrier	Florida	QB
2003	Jason White	Oklahoma	QB	1965	Mike Garrett	Southern Cal.	HB
2002	Carson Palmer	Southern Cal	QB	1964	John Huarte	Notre Dame	QB
2001	Eric Crouch	Nebraska	QB	1963	Roger Staubach	Navy	QB
2000	Chris Weinke	Florida State	QB	1962	Terry Baker	Oregon State	QB
1999	Ron Dayne	Wisconsin	RB	1961	Ernie Davis	Syracuse	HB
1998	Ricky Williams	Texas	RB	1960	Joe Bellino	Navy	HB
1997	Charles Woodson	Michigan	DB/WR	1959	Billy Cannon	Louisiana State	RB
1996	Danny Wuerffel	Florida	QB	1958	Pete Dawkins	Army	RB
1995	Eddie George	Ohio State	RB	1957	John David Crow	Texas A&M	RB
1994	Rashaan Salaam	Colorado	RB	1956	Paul Hornung	Notre Dame	QB
1993	Charlie Ward	Florida State	QB	1955	Howard Cassady	Ohio State	RB
1992	Gino Torretta	Miami	QB	1954	Alan Ameche	Wisconsin	FB
1991	Desmond Howard	Michigan	WR	1953	John Lattner	Notre Dame	RB
1990	Ty Detmer	Brigham Young	QB	1952	Billy Vessels	Oklahoma	RB
1989	Andre Ware	Houston	QB	1951	Dick Kazmaier	Princeton	RB
1988	Barry Sanders	Oklahoma State	RB	1950	Vic Janowicz	Ohio State	RB
1987	Tim Brown	Notre Dame	WR	1949	Leon Hart	Notre Dame	END
1986	Vinny Testaverde	Miami	QB	1948	Doak Walker	Southern Methodist	RB
1985	Bo Jackson	Auburn	RB	1947	John Lujack	Notre Dame	QB
1984	Doug Flutie	Boston College	QB	1946	Glenn Davis	Army	RB
1983	Mike Rozier	Nebraska	RB	1945	Doc Blanchard	Army	FB
1982	Herschel Walker	Georgia	RB	1944	Les Horvath	Ohio State	QB
1981	Marcus Allen	Southern Cal.	RB	1943	Angelo Bertelli	Notre Dame	QB
1980	George Rogers	South Carolina	RB	1942	Frank Sinkwich	Georgia	RB
1979	Charles White	Southern Cal.	RB	1941	Bruce Smith	Minnesota	RB
1978	Billy Sims	Oklahoma	RB	1940	Tom Harmon	Michigan	RB
1977	Earl Campbell	Texas	RB	1939	Nile Kinnick	Iowa	RB
1976	Tony Dorsett	Pittsburgh	RB	1938	Davey O'Brien	TCU	QB
1975	Archie Griffin	Ohio State	RB	1937	Clint Frank	Yale	QB
1974	Archie Griffin	Ohio State	RB	1936	Larry Kelley	Yale	END
1973	John Cappelletti	Penn State	RB	1935	Jay Berwanger	Chicago	RB

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