

LAWRENCE HERKIMER: "Mr. Cheerleader"

Lawrence Russell Herkimer (October 14, 1925 – July 1, 2015) was an American innovator in the field of [cheerleading](#).



FIRST CAMP

- Herkimer had been a scholarship student and head cheerleader at Southern Methodist University in Dallas when, after graduating in 1948 he created his camps — the first opened in Huntsville, Texas.
- His first cheerleading camp attracted 52 girls and one boy; in his second year, enrollment climbed to 350.“
- One of the companies he founded, the [National Cheerleaders Association](#), is responsible for training 150,000 cheerleaders each year.



created a cheerleading-oriented magazine called *Megaphone*.



THE HERKIE JUMP

He came up with an iconic cheerleading leap, the "Herkie jump," :The move features one arm extended straight up in the air and the other on one's hip, with one leg extended straight out, and the other bent back

The famous leap was nothing more than a happy accident. "I threw my arm up in the air to try and get some height on my split jump," Herkimer recalled in 2013. "It really wasn't planned."

THE HERKI JUMP



the first ready-made uniform company

He founded the Cheerleader Supply Company, in 1951 to meet the uniform needs of cheerleaders (currently known as Cheerleader&DanzTeam)."



THE POMPOM

On the invention of the pompom, Herkimer explained: "When I first saw color television, I thought: 'We need something colorful on the field.' So I got the idea to put crepe paper streamers on a stick."

