

# Let The Games Commence

by Patrick Lalley

Competition is a wonderful thing.

I have often been comely criticized for being too competitive. Detractors will point out that in a foot race with a five-year-old, I will only grudgingly allow the youngster victory by the slimmest of margins. Can't help it. It's my nature.

Even now in my late twenties, participating in C league softball, I look with anticipation toward the evening's games as I plunge into the day's activities. Is it the exercise, the prairie air, the release of stress? No. It's the game, the competition. The opportunity to realize self-actualization through victory. There are very few emotions in life that can approach it. And I'm not even that good.

This reflection into my inner being is important when considering the status of *Tempest Magazine* in the world that is Sioux Falls media.

This publication has lasted three years sustained not by a flow of cash and material support, but on the backs of a very few individuals who have given more time and advice than was ever expected of them. But perhaps most important is the fact that the publisher and I just won't quit; we refuse to lose, and that is beginning to pay off.

We have more readers, contributors and advertisers than ever before. *Tempest* is coming into its own. The quality of the material is higher than ever. The information on entertainment options is more complete. This publication is less a novelty than it is a voice in this community. Not that there isn't room for improvement and growth. There are many areas in which we hope to improve. You will be seeing steps in that direction in the near future.

Back to the issue at hand: Sioux Falls media, specifically the daily paper, the *Argus Leader*.

Come the end of the month, our friends at the *Argus* will be publishing a supplement

to the Thursday paper. This supplement is in direct response to the success of this publication. It will be the same size as *Tempest* and will be named *Venture*.

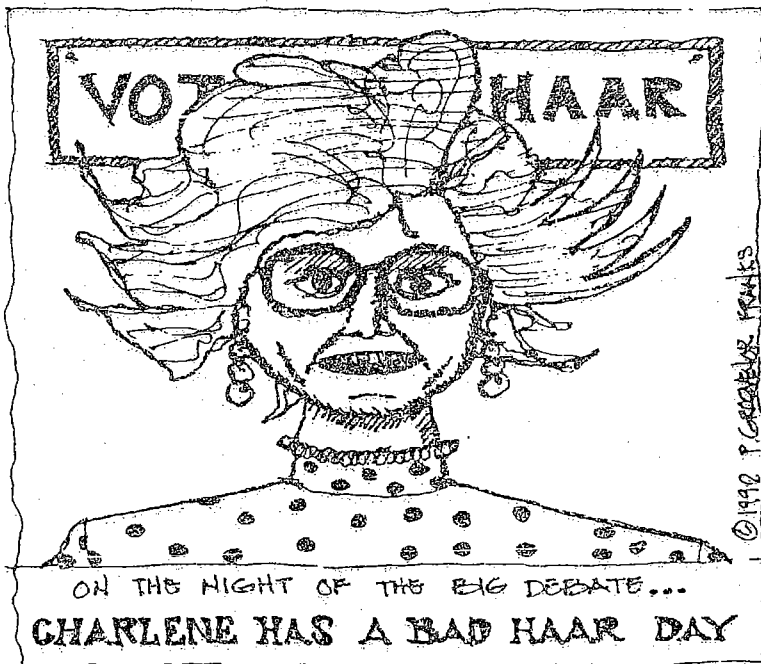
I tell you this in response to what will surely be a public relations blitz from the *Argus*. I don't mean to give them undue publicity, but I think you should realize that we aren't going anywhere. Indeed, it will only make us better, more aggressive, more complete.

You need to ask yourself who better represents your interests in this community: this tiny publication, that is basically a few well-intentioned people with a couple Macintosh computers, or the huge media conglomerate that sucks untold millions out of this community every year, with the profits earmarked for the corporate coffers in Washington D.C. or wherever it is the Gannett fortress calls home?

Now I don't begrudge the *Argus* the realm that is the daily community newspaper. I read it every day, and I think you should too. The information included in a daily paper is very important to the vitality of a community. You need to be informed to be a willing participant in the process. A good daily newspaper is part of that. So are we.

*Tempest* isn't a newspaper, especially a daily one. But we are a source of information, analysis and opinion. Most important to the *Argus*, we have you. The generally young, intelligent readers who are active in the community. The all-important demographic is the golden ring. They hope to lower their overall demographic so advertisers will be drawn to their publication, insuring another generation of increased profits. The pittance we make at *Tempest* wouldn't cover their electricity bill, so that's not it.

I am, admittedly, a little pissed. But *Tempest* is undaunted and will continue bigger and better than ever. Let the games begin. ☺



The September issue of the Retail Prophet, a publication of the South Dakota Retailers Association, listed taxable sales figures for South Dakota communities for the two month period of March and April 1991 compared to these two same months in 1992. In the South Eastern and South Central part of South Dakota the largest increase in taxable sales figures came from Scotland, up a whopping 52.1%. Second runner up was Wagner, 17.7%. Other cities listed nominal increases from 2 to 9% and some listed decreases.

What made Scotland and Wagner so different? Why the huge increases in taxable sales? Scotland has a corn processing ethanol plant. Wagner has a new gaming Casino outside of town. The ethanol plant brought in almost twice the increase in economic growth as taxable sales.

Jeff Broin, Plant Manager of Broin Enterprises, Inc., Scotland reported their corn processing plant spent over 4 million dollars last year on local expenditures for corn, utilities, and payroll. Some scores mist in Washington, DC, says that for every \$1 spent in the agriculture sector, you can take it times a factor of 7 to get the real impact. If you use this formula you'll note the ethanol plant had an impact of over 2 million dollars in that area of the state. Ethanol plants mean job creation, new markets for farmers, valuable products for consumer and most politicians will like the tax revenues numbers now rolling in.

I think you hear me knocking. I think I'm coming in and I'm bringing every politician and their 20 nicknames, plus some 700,000 radical South Dakota ethanol supporters, Gus from Gus' Amoco, Gai Zittorich in the 29X IMCA Sprinter, Mad Max in his ethanol powered stunt plane, Williams and Ree, the corn cars, a bunch of fed up farmers, the Sioux Falls Water Ski Club, Tony the Farm Guy, and the Sioux Falls Harley Davidson Ethanol Test Team and we're going to take a corn, turn it into super fuel, use it in everything until the oil barons on market for their product will be on Skippy's head. We're the Larry King of motor fuels, the Ali of processing, the Cindy Crawford of economic development.

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