



Ice fishing is a pursuit that's enjoyed each winter by South Dakotans of every stripe.

# Guys, Gals and Castles on Ice

## South Dakotans Stay in Hot Pursuit of Cold Fish

**Billy Gibson**

[billy.gibson@sdrea.coop](mailto:billy.gibson@sdrea.coop)

What happens if you hold an ice fishing tournament and it turns out there's no ice?

You improvise.

That's what organizers of the annual Mobridge Ice Fishing Tournament had to do 10 years ago when Mother Nature refused to cooperate and left them scrambling to come up with a Plan B.

At that time, the tournament was just gaining traction as a main winter attraction for Mobridge. No one dreamed that what started as just a handful of anglers vying to win an ice auger has grown into a field that's capped at 525 two-person teams arriving from 16 different states.

Jeff Jackson is owner of the Wrangler Inn in Mobridge and one of the founders of the tournament marking its 20th anniversary this year. He remembers a bit of panic setting in when hundreds of fishermen were scheduled to descend on Mobridge and the ice on the Missouri River wasn't thick enough to ensure the safety of competitors. Fortunately, the organizing committee had scheduled enough attractions and activities around the one-day tournament that there was plenty for the eager visitors to do.

"We got the word out that the competition was canceled, but 420 out of the 450 teams that were registered showed up anyway," Jackson recalls. "They wanted to come and have a good time."

Those non-angling activities included raffles and prize drawings, an expo featuring all the latest fishing gear, gizmos and gadgets, and according to Jackson, lots of libations.

"People keep coming back year after year," Jackson said, noting that the town's population doubles in the second week of each January. "We've had to limit the number of participants so we have an Ebay auction for three spots that can go as high as \$3,000, and we have another lottery drawing for 26 spots where we usually have up to 800 names."

Instead of a simple ice auger as a grand prize, today the tournament gives away roughly \$225,000 in prizes, including Ice



Hundreds were in attendance at the Dakota Anglers Fishing Expo in Sioux Falls. Photo provided by Dakota Angler.





Castles, four-wheelers, a Polaris Ranger, \$5,000 worth of Scheel's gear, \$3,000 in Runnings gear, clam shacks and more.

The tournament is a boon for Mobridge, bringing an economic impact of \$500,000. According to Jesse Konold, chairman of the town's tourism committee, over the past four years proceeds paid for South Dakota's first climate-controlled indoor fish cleaning station, ADA compliant bathrooms, improvements to the town's rodeo grounds and more than \$100,000 in donations to local non-profits. This year's tournament will be held Jan. 7-9 at the Sherr-Howe Center in Mobridge.

### Not Everyone is Hooked

Among the state's population of electric cooperative linemen, there are many who look forward to chasing walleye in winter. In Josh Lemburg's case, the term "chasing" walleye would be close to accurate.

Lemburg, operations foreman at Moreau-Grand Electric who lives in Timber Lake, prefers to stay on the move when he fishes on the ice. Eschewing the "ice castle" approach that calls for staking out a spot and staying put for the weekend, Lemburg uses a portable flip-over shack and keeps his auger close at hand.

"Ice castles are fun, but I'm not afraid to move around and dig holes," he said. "If I'm not catching fish in an hour, I'll 'run-and-gun' til I find them."

Even with his "move-and-groove" approach, Lemburg has failed to get his entire family sold on the merits of ice fishing. Even hooking a lunker walleye didn't

convince his son to swear a life-long oath to ice fishing.

Several years ago, Lemburg took his dad and his elementary-age kids, Landon and Kendal, out on the ice. His dad and daughter were in one shack and he and Landon were in the other. After a few hours, just as Landon was getting bored and ready to call it a day, a walleye snatched his bait.

"Landon had his line in the water and I saw a big mark on my Vexilar," Lemburg recalls. "I told him he had a big fish on the line but he just gave me his pole and said he wasn't interested. I kept trying to get him to reel it in, but he kept giving me the pole back. Finally, I got the fish to the surface I looked in the hole and there was nothing but fish. My dad reached down in the water to his armpits and it was a 12-pound walleye."

Brent Reilley is an electrician at Selby-based Cam Wal Electric, which serves the Mobridge area. Over the past 20 years, he has only missed the tournament twice - once when he had to decide between ice fishing and a week in Cancun.

He and his wife, Tandy, have actually both claimed titles at the prestigious Mobridge tournament. One particular year the husband-and-wife duo were on separate teams. Brent was on the first-place team and Tandy and her partner placed second. But Tandy believes she has her



Above, hundreds attend the Mobridge Ice Fishing Tournament each year. Below, "ice castles" bring comfort and convenience to the sport.



husband beat: her second-place finish was clinched by reeling in a 25-inch walleye while she was six months pregnant.

The two have always had pretty good luck with the raffles and random prize drawings as well. Tandy won a side-by-side one year and a family friend has won two four-wheelers.

"We just love being outdoors in the winter when there's nothing else to do," Reilley said. "You can get outside and enjoy the fresh air. It gets cold, but it beats sitting inside and it's something great to do with the family. My son is addicted. He'd love it if all he could do is fish all day."