

New computer store opens up

bookkeeping. They have three children, Caleb, Luke and Melody.

DIEDERICH'S SALON

Teresa Diederich relocated her hair salon, Diederich's Salon of Design, from her home to 209 N. Penn Ave., in the former Hair Gallery location, in October 2011.

She said she has been a cosmetologist since graduating from McCook Beauty Academy in 1981. She had her salon in her home most of that time until she opened the new salon in a renovated building, furnished with contemporary decor.

She operates a full-service salon by appointment only and offers retail products including Pureology, an organic line of hair-care products, and Kenra, and also carries Miche purses, key chains and accessories.

Mrs. Diederich begins her day at 7 a.m. to accommodate kids in school and working women who need to be in the office by 8.

Massage therapist Mary Holladay, who had been sharing the space with Mrs. Diederich, moved in June to the Business Entrepreneurial Enhancement Center at 101 S. Penn. She offers deep-tissue massage and manages her own schedule.

EQUIPMENT LOCATOR

Wayne and Phyllis Zwickle opened the Equipment Locator on U.S. 36, just east of the U.S. 36 and U.S. 83 intersection in 2010. Mr. Zwickle said the business has three employees besides him, including Pat Chard, Kathy Brai-nard and Jeff Hayward.

It has a camper park, will offer two brands of cow lick for cattle this fall, buys and sells machinery, specializes in skidsteers, is a Vieraero cell phone dealer, offers help in staging homes to sell and will also help market and sell home furnishings. Mr. Zwickle said there is free coffee at the business every morning at 8 a.m.

FREDRICKSON INSURANCE

Amanda Fortin joined the professionals at Fredrickson Insurance Agency at the end of June.

LADE DASALON

Cathy Fraker opened La De Da Beauty Salon at 169 S. Penn Ave. in downtown Oberlin in November 2009.

She had formerly operated Tangles Beauty Salon and worked part-time in other shops in Oberlin.

Mrs. Fraker graduated from the Hays Academy of Hair Design in 1991 and had worked in Oakley as a beautician. She specializes in cuts and colors and also handles some retail items.

The building was remodeled before she opened. She says her motto is, "Look your best every day."

METCALF REAL ESTATE

R.J. Metcalf Real Estate moved to their newly remodeled building at 201 N. Penn last September.

Owner Kris Randel said she bought the building from Sherri Kyte for the realty and appraisal office. It had previously held a quilt shop.

After buying the building, Mrs. Randel had the old partitions stripped out and new offices and windows installed.

Working with Mrs. Randel, who is a real estate agent, broker and appraiser, are Nikki Sauvage,



DICK CARMAN (above) checked out a computer in his new store, Carman Computer Services, at 211 N. Penn. He opened for business in mid-June. Karen Larson (below) who

had been the interim city administrator, officially accepted the position in January of 2010.

— Herald staff photo by Stephanie DeCamp and Kimberly Davis

who is her assistant in appraisals, and Herb Shirley and Byron Hale, real estate agents.

OBERLIN INN

The Oberlin Inn at the junction of U.S. 36 and U.S. 83 reopened after the new owner, Dakota Distributions, bought it two years ago.

The rooms have been remodeled and renovated, and the old service station which once stood on the property, has been demolished. The facility had served as housing for a power-line contractor's crews for several years before it reopened.

Kierstyn Johnson has been manager since March 1.

The firm also owns motels in Wheaton, Minn., and New Rockford, N.D.

OBERLIN KNIFE SHOP

The Oberlin Knife Shop, owned and operated by J.W. and Deb Smith, opened for business Nov. 1. Prior to that, the family of six made several trips back and forth from the central Texas town of Moody to move their belongings to Oberlin.

"When we decided to leave Texas," Mrs. Smith said, "we did a lot of research and found out about Decatur County. We came here to check it out, and liked everything about it. We're proud now to call it home."

The shop handles custom and factory-made knives and custom gun and knife leather products. To learn more about the business, go to

