

Zing-A-Ding enters 20th year in business

Oregon couple runs paint-free dent repair company from home

MARK IGNATOWSKI
Unified Newspaper Group

Now that the snow and ice has mostly melted from your car, it's a good time to look for dings from a runaway-shopping cart that might have hit your vehicle this winter.

That's where Zing-A-Ding, Inc., an instant paint-free dent repair company—could come in handy.

Zing-A-Ding is owned by Oregon couple Jane and Matt Rolfsmeier, who have been serving Dane County's dented cars for the past 20 years.

"Our specialty is removing small dings and dents from vehicles using the process of paintless dent removal (PDR) without using fillers or repainting," Jane told the Observer in a news release.

The process takes about an hour and can be done at the customer's home or business. They also have shop space in Middleton where customers can bring their vehicle for repair, but the bulk of their business is done as on-site work at local car dealerships.

The PDR process works by "slowly massaging the dent from the back of the panel with specialized tools," according to a national trade organization for PDR—a group that Zing-A-Ding is a member of. The dent is removed while the paint is still intact, rather than scraping away the paint to repair the dent and then repainting.

"When we perform this service, our customers are amazed at how fast and



Photos submitted

Zing-A-Ding, Inc.
835-9289
zingading.com

Zing-A-Ding owner Matt Rolfsmeier works to repair a dent in a car as part of the paint-free dent removal business. The company uses special equipment and techniques to remove dents without having to repaint parts of the car. Rolfsmeier and his wife Patty have owned the Oregon-based company for 20 years.

easily the damage disappears," Jane said. "Most times, it's virtually impossible to tell there was even a dent to begin with."

Matt has competed in international dent repair competitions in order to keep his skills sharp and learn new techniques. Matt has placed in the top ten three times in the last decade at the "Dent Olympics" in Florida, Jane said.

The business is run out of their Oregon home with Jane taking care of the billing and office work while Matt runs the repair work.

The pair started their own business after working for an auto glass repair company in Madison. The company had created the dent repair division



only to shut it down after a few months. Matt had learned the trade had Jane and helped create the marketing materials, so they decided to buy the division and create their own company.

They took out a loan and bought the equipment they

needed. They've had a few employees come and go in their 20 years, and have toyed with the idea of franchising the company, Jane said.

"But after years of hard work, we decided to keep things simple," she said.

Peterson makes '40 under 40' list

Academy of Sound director recognized by magazine

SCOTT GIRARD
Unified Newspaper Group

Two-and-a-half months is a long time to keep a big secret.

That's something Academy of Sound executive director and founder Erin Peterson learned between Dec. 21, when InBusiness Magazine

emailed her to inform her she was on its 2014 "40 Under 40" list, and March 1, when she was technically allowed to share the big news.

"I was so excited," Peterson, 32, said. "I wanted to tell my family and stuff, but I knew my family would be too proud to keep it to themselves."

Instead, she told one close friend who she knew could keep a secret. Otherwise, it was between her and the magazine.

The list comprises 40 "rising young business stars" in the Madison area and celebrates that "youth—at least in their case" is not wasted on the young.

The magazine wrote that Peterson "embodies community investment" through her involvement in the Oregon Chamber of Commerce, the Oregon Historic Preservation Commission and the Wisconsin Music Educators Association.

It also mentions the non-profit she co-founded, Historic Community Renewal, Inc., which focuses on acquiring and preserving historic properties.

The list went outside of the candidates' business

experience, also taking into account hobbies and outside activities. For Peterson, that includes salsa dancing, world traveling and hiking.

In February, Peterson took part in a video shoot and sent in photos for the magazine to use, a process she said was "so much fun."

The video asked those on the list three questions. Peterson's answers to two of them illustrate how she feels about her business and where she hopes to take it.

In choosing who she would have dinner with if anyone in the world, dead or alive, were an option, Peterson chose Walt Disney "because he took his dream and turned it into a reality that's still going on after his death and still continuing to grow."

"I would love to do the same thing with the Academy," Peterson told the Observer.

The second question asked what she would tell her 21-year-old self that she knows now. Peterson said that was tough because 21 was the age she started Academy of Sound.

"I can look back ... and mostly I wouldn't change anything that I did," she said.

"I wish that I could've told myself which activities would actually help the business grow and which would be a waste of time. Nothing that I've done is entirely a waste of time."

Overall, she said it was an exciting experience that rewarded the hard work she's put in throughout her career.

"It's hard to put (the feeling) into words," Peterson said. "It was sort of like everything that I've been working toward over the last 10 or 11 years in my business, it's like everything came full circle."

"All in this one point in time, it's really hard to explain."



Peterson

Country View earns honor from state department

Country View Veterinary Clinic was named one of eight "Business Friends of Education" in Wisconsin by state superintendent Tony Evers this month.

The awards recognize businesses that help students graduate well prepared for college and career.

"The collaborative partnerships fostered between industry and education play a key role in preparing Wisconsin students for

the future," Evers said in a news release. "These supportive relationships make a difference in student's lives and strengthen our communities for years to come."

Amy Robinson of Country View Veterinary Clinic has lent her expertise as a veterinarian to improve the educational experiences of Oregon High School students and its career and technical education program. In just the past four years, Robinson has

worked with 14 agriculture youth apprenticeship students, providing hands-on experience and skills to help them pursue their interests in veterinary or animal fields.

In addition, Robinson volunteers her time as a member of the local agriculture advisory committee and works with instructors to create pet care/veterinary science and horse and animal science curricula that are engaging and relevant for

students.

The 2014 Business Friends of Education awards were presented April 11 during the annual Wisconsin Association for Career and Technical Education Professional Development Conference in Middleton. The honorees also participated in a panel discussion to share their experiences integrating academic knowledge, technical and career education and workplace learning skills.

Submit business news, story ideas and photos online:
www.ConnectOregonWI.com

Come Celebrate Easter With Us!

Sunday, April 20
6:30, 9:00 and 10:30 a.m.

Good Shepherd by the Lake Lutheran Church
1860 US Hwy 51, Stoughton • 608-873-5924

Faith Lutheran Church Holy Week Services

Maunder Thursday Service 7 p.m.
Good Friday Service 7 p.m.
Easter Breakfast 8 a.m. (Easter Morning)
Easter Sunday Service 9 a.m.

St. John's Lutheran Church – ELCA
625 E. Netherwood, Oregon • 608-835-3154 • stjohnsoregonwis.org
Rev. Paul Markquart and Rev. Emily Tveite

Celebrate Easter With Us!

Maunder Thursday: 7:00 p.m.
Good Friday: 2:00 and 7:00 p.m.
Easter Morning: 6:30, 8:00 and 10:30 a.m.

People's United Methodist Church
103 N. Alpine Parkway, Oregon

Ecumenical Maunder Thursday Service with First Presbyterian Church
Thursday, April 17th at 7:00 p.m.

Ecumenical Good Friday Service with First Presbyterian Church
Friday, April 18th at 7:00 p.m.

Easter Saturday
April 19th at 5:00 p.m.

Easter Sunday April 20th
9:00 a.m. and 10:30 a.m. Services with Vocal Choir and Bell Choir • 5:00 p.m. Service *The Very Hungry Caterpillar* at The Gathering

A dramatization of Eric Carle's story that helps us think about the Easter promise of transformation through God's love and grace.

All services will be held at People's United Methodist Church except for the Maunder Thursday Service, which will be held at First Presbyterian Church
408 N. Bergamont Blvd., Oregon, WI 53575