

# DRIVING THE TRAINING THAT KEEPS YOU RUNNING



2016 ANNUAL REPORT

“When I travel to various automotive meetings and trainings and people find out I teach in Wausau they say, ‘I have heard about that WATEA group. It must be nice having a group like that to back you up. I wish we had something like that!’ Thanks WATEA for being what I think is one of the best/ strongest businesses-to-education partnerships in the state!”

Mark Poppe  
Automotive Instructor  
Wausau East High School



Wausau East High School ribbon cutting ceremony  
for Technology Education expansion project

# NEW CHALLENGES WE ARE ADDRESSING

Every organization goes through cycles and changes and the Wisconsin Automotive & Truck Education Association is no different. While we recognize and celebrate the outstanding accomplishments and initiatives that we have participated in, we also are aware of the changing demands upon our industries. One of the most critical issues we and many other industries are facing is the reality of a lack of a talented pool of associates to grow our businesses, replace those retiring, or just even fill some short term holes in our workforce. Our goals for the upcoming years will have to be cognizant of that continued obstacle and we must focus on steps to address this new reality.

Looking back over the last fifteen years or so we can see that we have accomplished much. In fact we would say that we achieved many of our early visions designed to address some of the obstacles facing us when we began. But we must not rest on our past success. We are proud to say that we work today more collaboratively than ever before. We have engaged all levels of education in the development of our future workforce. We also structured our organization to be at the center of the discussion for resolution of transportation issues across our region. Our role as a leader in these issues has allowed us to enter discussions that we may have not have previously been at the table for.

Our incorporation of the heavy duty side of the industry into our regional discussions has brought not only great new partners but a stronger presence in those initiatives statewide. We would be remiss if we did not start this review with an acknowledgement to those of you we have been so blessed to have crossed paths and worked with. We're proud to have dreamt of things possible, and to have achieved as many of them as we have. But we are not done. In fact, as someone much wiser than either of us once shared, success is not measured in the things we have done, but in the pursuit of those we imagine.

Wisconsin Automotive & Truck Education Association (WATEA), first incorporated as a non-profit in the fall of 2000, and continues today to collaborate with volunteers from the local, regional and even statewide transportation industry and educational community leaders. Through these collaborations WATEA continues to support its Wheels to Work, ADAPT, Fast Forward initiatives and Central WI Diesel and CDL programs. In addition, we continue to support local school districts and technical colleges with donations, scholarships, and industry feedback. This ongoing partnership between industry's business and educational system communities will be crucial in continuing to receive support for the development and training of both our future and incumbent workforce.

Our Wheels to Work program continues to deliver with much support from our local community. Without the support of local repair and parts shops this program simply wouldn't be successful. A big thank you for their years of support and involvement!!! WATEA also received 33 donated vehicles from community members within the last year, without which the program would be nearly impossible to run. We also see significant funding (and program support) from the United Way of Marathon County, City of Wausau, and of course the State of Wisconsin. We appreciate the support we continue to see from our generous community. Providing assistance for low-income families, while also providing training for students or new workers is a win-win for everyone!

In closing, we'd like to thank you. Thank you for taking the time to review this. Thank you for any or all the efforts and energies you may have contributed to all our collective accomplishments over the years. And thank you for considering our dreams and efforts worthy of your support – in whatever forms it may have been. And if we may indulge you just a little more: Please consider with renewed intensity the opportunity to partner and vision with us as we embark on the next ten years. We need your help. We need your enthusiasm, your support, and your resources. We realize the demands on everyone today are staggering, but together we CAN continue to achieve. We plan to reach out more assertively to all our extended partners in the coming year. These requests will be essential to continuing the momentum developed in our formative years and help us all accelerate into 2020 and beyond.

Thank you for the opportunity to be your association voice. We hope we have earned your support.



Kent Olson  
Co-Chair WATEA  
Olson Tire & Auto Service, Inc.  
President



Jerry Brickner  
Co-Chair WATEA  
Brickner Family Auto Group  
President



# ENHANCING OUR SCHOOLS, INDUSTRY, AND COMMUNITY

*In our schools...*

**“**We are very fortunate to have WATEA’s organization and leadership in Central Wisconsin. Their involvement in high school programs can be seen in many areas like curriculum development, youth apprenticeship, career fairs, vehicles and equipment. WATEA’s support has helped us develop a solid pathway for students pursuing a career in the transportation industry.**”**

Jon Winter  
Career and Technical Education Coordinator, LVEC



*In our industry...*

**“**Working with the WATEA Board and the team from the North Central WI Workforce Development Board on the Fast Forward Grant was a great experience. The vision and training plan for incumbent workers is what was needed to keep moving the diesel and automotive fields into the future. Because of this, I wanted to continue helping this great organization and was able to join the WATEA board. The Fast Forward Grant will pay off for companies today and beyond.**”**

Cory Heckendorf  
Branch Manager, Wisconsin Kenworth-Wausau



*In our community...*

**“**The diversified approach of WATEA has made our community strong. They listened to the needs of the surrounding transportation companies and worked towards a common goal of providing achievable education for potential CDL applicants. This was done through a Fast Forward Grant, it was proposed and granted and I was proud to be a part of this process. I look forward to joining the board of WATEA in 2017 to keep this presence strong and to bring many more opportunities to the transportation industry.**”**

Traci Campagne  
Logistics Manager, Crystal Freight

# ENSURING THE QUALITY OF WISCONSIN'S AUTOMOTIVE AND TRUCK SERVICE INDUSTRY

## Our businesses are only as good as our workforce.

So it's vital that job candidates receive the proper education using the most advanced technology. WATEA is comprised of industry professionals and school district representatives who work together to ensure that students enrolled in automotive classes at the high school and college levels have access to the curriculum and equipment that will best prepare them to succeed and to be an asset to their employers. We also encourage continuing education for incumbent technicians to help them keep abreast of ever-changing technology, to improve their ability to grow personally, and to help our members stay competitive.

“I am currently enrolled at NTC for my Automotive Technician Technical Diploma. WATEA has been very helpful in assisting me. I was a 2016 scholarship recipient, attended their ADAPT classes, and was a Youth Apprentice. These are all helping me learn a lot and quickly improve my skills.”

Kyle Ullenbrauck

## Where will our future workforce come from?

WATEA actively promotes careers in the industry by sponsoring or participating in job and career fairs, partnering with the Youth Apprenticeship Program at Northcentral Technical College, and funding technician scholarships through the Foundation of the Wisconsin Automotive & Truck Dealers Association.

“I recently graduated from NTC with an Automotive Technology Associates Degree. I was able to make great connections in the business community, largely because of the relationship between WATEA and NTC. I had several job offers, and landed a job with great pay even before graduating.”

Becca Wiesenfeld

*Our award-winning interactive display, Crew Chief Challenge, draws a crowd at career and job fairs and helps us promote our industry to young men, women, and nontraditional students looking for a career opportunity. During the Crew Chief Challenge participants race to be the fastest at changing tires. Crew Chief Challenge is dedicated to Mike Walton, who was instrumental in its development. It is available for rent by businesses, schools, and service organizations.*



# KEEPING US RUNNING IN 2016

WATEA is supported in part by those who sponsor and participate in our annual golf outing fundraiser. Thanks to their generosity we raised almost \$75,000 in 2016.

## Media Sponsors



## Lunch Sponsor



## Platinum Sponsors



## Reception Sponsor



## Gold Sponsors



## Bloody Mary Bar Sponsor



## Hole Sponsors



## Beverage Station Sponsor



## Tee Sponsors

ABR Employment Services  
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Central Wisconsin Fasteners

Culvers  
Dairy Queen  
Dealer Specialties of Lake Superior  
Roberts Repair

Crystal Freight  
Mallery & Zimmerman  
Stolze's Auto  
RW Baird

American Family Insurance  
Applied Fab & Machining  
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# WATEA'S WHEELS TO WORK PROGRAM: ELIMINATING THE TRANSPORTATION BARRIER

Launched in 2011, the Wheels to Work Program helps low-income individuals and families secure reliable transportation to get to work. Participants can choose to apply for a:

- 0% interest loan to pay for repairs on their own vehicle
- 0% interest Job Access loan to receive a donated vehicle

Wheels to Work is an integrated community partnership model. Participants entering the Wheels to Work program take part in the Money Smart or Get \$mart Wausau programs made available with our partnerships in the financial community. They receive individualized training in financial management, budgeting, and also receive education in vehicle maintenance. Wheels to Work engages businesses and schools to develop opportunities for valuable hands-on training, education, and experience for the apprentice and student technicians in the automotive industry.

This collaborative program incorporates the business community, the provider network, our educational partners, and philanthropic organizations and individuals like you to accomplish this goal. No one group can do this alone. Won't you consider how you or your organization can assist us today?

*“Wheels to Work answers a fundamental need: if you don't have transportation, you can't work. The community spirit of WATEA member repair shops and dealers is extraordinary and drives this program. We have seen people using this program go from unemployed to working full-time.”*

Brian Covey &  
Marcia Christiansen  
Forward Service Corporation





# Wheels to Work

## A Partnership Program Summary

	2015	2016		2015	2016
<b>Applicant Flow</b>			<b>FTA/WI DOT Loan Funds</b>		
Applications Received	77	78	Number of Loans Made		
Eligible Applicants	77	75	Vehicle Repair Loans	18	13
Applicants Attending Maintenance Education	68	51	Donated Vehicle Job Access Loans	26	19
Eligible Applicants Approved	42	31	Value of Loans		
Eligible Applicants Declined	18	0	Vehicle Repair Loans	\$11,151.82	\$9,974.00
Eligible Applicants Currently on Waiting List	5	6	Donated Vehicle Job Access Loans	\$39,400.00	\$32,600.00
<b>Vehicle Donations Received</b>			<b>Loan Collections and Repayments</b>		
Vehicles Donated	42	33	Loans Made	42	32
Vehicles Junked	8	23	Loans Satisfied	17	24
Vehicles Awarded to Customers	25	19	Loans Defaulted	21	5
Vehicles Other (Auction, Reclaimed, Etc.)	1	2	Loans Outstanding	66	45
Vehicles in Inventory (Servicing)	21	30	Loans Delinquent on Payments (Part of OS)		
Vehicles in Inventory (Available)	0	0	Value of Loans Outstanding	\$104,531.51	\$47,514.00
<b>Vehicle Service / Repairs</b>			Loan Payments Collected		
Vehicles Serviced for Repairs Only	18	13	(Restricted Funds for W2W Program)	\$51,360.27	\$43,959.00
Repair Costs of Completed Vehicles - Repairs Only	\$10,907.33	\$10,343.00	<b>Matching Funding for Wheels to Work Program</b>		
Completed Donated Vehicles Service	25	19	Cash Match		
Repair Costs of Completed Donated Vehicles	\$43,159.55	\$33,513.00	United Way's Women in Action	\$5,000.00	
Surplus / (Deficit) on Repairs/Service	(\$3,759.55)	(\$913.00)	United Way of Marathon County	\$25,000.00	\$24,250.00
Average Repair Cost of Donated Vehicles	\$1,726.00	\$1,764.00	Cash Received for Junked Vehicles	\$1,100.00	\$2,294.00
			In-Kind Donations		
			Advisory Board Service	Priceless	Priceless
			Donated Parts and Services from WATEA Partners	\$44,126.04	\$37,981.00
			Donated Vehicles	\$87,470.00	\$60,045.00





# Wheels to Work

2016 Donors

## 2016 WHEELS TO WORK DONORS

### Diamond \$25,000 and above:

- Olson Tire & Auto Service, Inc.
- United Way of Marathon County
- FTA Urbanized Area Formula Program (5307)
- State of WI Urban Mass Transit Operating Assistance Program (85.20)

### Platinum \$10,000 - \$24,999:

- Brickner's of Wausau
- CARQUEST Auto Parts
- Griesbach Auto Service

### Gold \$3,000 - \$9,999

- Napa Auto Parts
- Northcentral Technical College
- United Way's Women in Action

### Pearl \$1,000 - \$2,999

- D. C. Everest Senior High School
- Fred Mueller Automotive
- Kocourek Auto Group
- Mount View Service
- University of Wisconsin Extension-Marathon County
- Wausau East High School
- Yaeger Auto Salvage

## 2016 SUPPORTING BUSINESSES

- Cars.com
- City Pages
- Fox 55
- Midwest Communications
- SUN Printing
- US Bank
- Valley Community Credit Union
- Wausau Daily Herald
- WAOW Newsline 9
- WSAW News Channel 7

## WHEELS TO WORK SUCCESS STORY

One of our Wheels to Work clients moved to this area wanting a slower and safer environment to live in. He obtained employment shortly after moving to the area, signing up with multiple employment agencies and taking whatever job was available. He would walk or bike to his jobs, many times having to bike many miles in the dark. He came to Wheels to Work hoping to get a vehicle so he could get to and from work without having to leave hours in advance, or having to bike or walk in the elements. He was very motivated. He completed his financial literacy classes quickly, and shortly after was awarded his vehicle. He was very appreciative, saying that where he came from there were no programs like Wheels to Work available. "If you have a family or children there are many programs out there to help, but once the kids are gone or if you chose not to have kids, all the programs can't help." He was very thankful to this program and our willingness to help all people.



# Wheels to Work

## PARTNERING AUTO & PARTS FACILITIES

(Discounted parts or participation in our 0% loan program)

- Brickner Family Auto Group
- Car Partz
- CARQUEST Auto Parts
- Cousineau Auto
- Fred Mueller Automotive
- Griesbach Auto Service
- Kocourek Auto Group
- Motors Service & Supply
- NAPA the Parts Store
- Olson Tire & Auto Service, Inc
- Yaeger Auto Parts

## PARTNERING SCHOOLS

(Repairs done by students enrolled in automotive classes. This provides program participants with free repairs and students with valuable, hands-on training.)

- DC Everest Senior High School
- Northcentral Technical College
- Wausau East High School

## PARTNERING AGENCIES

(Program referrals)

- B.A. & Esther Greenheck Foundation
- Catholic Charities
- City of Wausau
- Forward Service Corporation
- Job Center of Wisconsin
- North Central Wisconsin Workforce Development Board
- Salvation Army
- The Women's Community
- UW Marathon Co. Extension
- United Way

## WHEELS TO WORK ADVISORY BOARD:

Co-Chairperson: Jan Hansford

- |                       |  |
|-----------------------|--|
| • Marcia Christiansen | Forward Service Corporation                        |
| • Kent Olson          | Olson Tire & Auto Service, Inc.                    |
| • Jackie Carattini    | UW Marathon County Extension                       |
| • Erica Sutch         | Women's Community                                  |
| • Jan Hansford        | Community Member                                   |
| • Jacob Tripp         | Salvation Army                                     |
| • Brad Buettner       | Valley Community Credit Union                      |
| • Guy Flora           | CARQUEST   |
| • Matt Klug           | Northcentral Technical College                     |
| • Zoe Nyland          | Forward Service Corporation                        |
| • MaiGer Moua         | United Way   |
| • Becky Zoromoski     | Wisconsin Automotive & Truck Education Association |

“WATEA has been excited to partner with the Youth Apprenticeship program in Wausau. It benefits students by giving them opportunities to learn and explore the real disciplines taught in the classroom, and engages the business in the development of their future workforce and the curriculum being provided to that workforce. Our community’s success is based on providing young people with a reason and an opportunity to learn, grow, and accomplish a career path that keeps them here. WATEA and the Youth Apprenticeship program do just that.”

Kent Olson  
Olson Tire and Auto Service



Kent Olson, Thomas Olson, Levi Hafenbread, Kyle Ullenbrauck, Jerry Brickner

## 2016 WATEA BOARD MEMBERS

Darren Ackley	Northcentral Technical College
Jerry Brickner*	Brickner Family
Mike Cooper	Mid-State Truck Service
Angela Falk*	Mid-State Truck
Mike Garvin	Fred Mueller
Cory Heckendorf	Wisconsin Kenworth
Aaron Hoffman*	D.C. Everest School District
Tony Long	Kocourek Subaru
Steve Morris	Wisconsin Kenworth
Kent Olson*	Olson Tire & Auto Service
Walter Olson	Scaffidi Truck Center
Mark Poppe	Wausau School District
Craig Steckling*	Brickner's of Wausau
Bob Wigman	Carquest

\*Officer/Executive Committee



### Please consider joining us.

The Wisconsin Automotive and Truck Education Association would like to grow its membership. If you are interested in becoming a member of WATEA, please contact us or go to our website to register.

In addition to membership, we rely on volunteers, in-kind and cash donors to keep us running. For more information about us, or want to support us in some way, please contact us. We look forward to hearing from you.

PO Box 1542, Wausau, WI 54402-1542  
715-581-9283 • [www.watea.org](http://www.watea.org)

If you belong to an organization looking for a speaker, let us know. We'd enjoy the opportunity to present the dreams and visions of WATEA and Wheels to Work.