

**DRIVING
THE
TRAINING
THAT
KEEPS
YOU
RUNNING**



2017 ANNUAL REPORT



2017 WATEA grant recipients attending CDL training at Northcentral Technical College - funds provided through Fast Forward Wisconsin.

BIG STEPS ACCOMPLISHED, EVEN BIGGER ONES AHEAD

Wisconsin Automotive & Truck Education Association. We admit it can be a bit of a mouthful when introducing our organization, but it is pretty succinct when one thinks of all of the areas our organization touches. We are proud of the accomplishments we have had over the last 17 years since first incorporating in 2000. We have achieved many of our goals; supporting our local schools with vision and financial support, developing our workforce thru creative initiatives and new disciplines, providing and increasing student scholarships, as well as our significant and nationally recognized Wheels to Work program. And while we are proud of what we have achieved, today we must look towards what the next decade will demand to support the transportation industry in Wisconsin. With that in mind, the next few pages will describe what we have been working on and share our Strategic Plan that we hope emboldens you to continue or increase your support and participation in this journey.

In 2017 we coordinated and facilitated another Fast Forward Wisconsin training opportunity for our members and the workforce community. In a previous visioning exercise in 2016, WATEA, NTC, and local supporting partners (A Great Big Thank You to Crystal Finishing, Elite Carriers, and Draxler Transport for all your work!) worked on creating a curriculum that could be utilized by smaller to mid-sized trucking companies to train potential new hires. Once this curriculum and supporting "Finishing Program" were complete, WATEA started offering free tuition to individuals interested in attending NTC's ten-week Truck Driving program to obtain their CDL and start a new career. During 2017 we were able to provide that assistance and pathway to 34 individuals. As the trucking industry workforce demand continues to grow we are happy to have been able to assist in getting more drivers ready for the road.

We were also able to provide scholarships for four more student learners in 2017. Two students were high school seniors entering our fields while two were going into their second year at our regional technical colleges. They were all pursuing careers to be either an automotive or diesel technician. Including these students and because of your tremendous support, WATEA has awarded over \$20,000 in scholarships in 2016 & 2017! While we are proud of this number and our recent increase in awards, we would like to see that number grow even more. Our strategic plan has us increasing that number by 50% over the next three years. Your support of WATEA helps us provide aids to students who want to work in the transportation industry and will likely stay in the area. We are working to get more employees to your shops!

WATEA also continues to manage our recognized Wheels to Work program of Marathon County. During 2017 we awarded 22

donated, refurbished vehicles to families or individuals where reliable transportation was an obstacle to work or educational attainment. We also made repairs to 9 client-owned vehicles at our program supported level. Many other clients were assisted with their budgeting, financial literacy, and vehicle maintenance skills by attending the classes offered through our program. But within our committee members and clients we recognized a remaining area of concern. Therefore, we have again embarked on a vision to develop a Demand Response Transit Service to assist those who we cannot respond timely enough for, or who may need additional assistance before achieving enough self-sufficiency for our existing programs to assist them. We applied for funding during 2017 to help us see this vision through and were awarded a grant to help kick-start this project. We will be looking for support for this initiative moving forward in both talent and time.

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 our collective accomplishments over the years. And thank you for considering our dreams and effort worthy of your support – in whatever forms it may have been. And if we may indulge you 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 overcome and achieve. We plan to continue to reach out to you – our partners. These requests will be essential to building 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.”

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 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 Ullendrauck

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.





WISCONSIN AUTOMOTIVE & TRUCK EDUCATION ASSOCIATION

STRATEGIC PLAN 2018-2020

Approved by majority vote of the Board of Directors, December 19th, 2017

MISSION STATEMENT

To build one cohesive board to improve awareness of career paths and opportunities in the automotive/truck industry; and to promote technical and continuing training, educational development, and certification for workers in the automotive and truck industry.

BACKGROUND

Wisconsin Automotive & Truck Education Association was incorporated in 2000 to support transportation industry initiatives in Central Wisconsin. Initially created to support local school districts with their automotive programs and recruitment of automotive technicians, WATEA has grown to encompass a greater portion of the transportation industry. Membership now includes car dealerships, independent repair facilities, collision repair, diesel repair, diesel sales, local trucking companies, and local technical colleges and school districts. This growth has seen a broadening of our programs to support a more diverse membership.

PROGRAMS AND SERVICES

WATEA has five main components that drive our mission:

- **LEGISLATIVE:** Informing members of current legislative developments.
- **TRAINING AND WORKFORCE DEVELOPMENT:** Create training opportunities for incumbent employees and searching out ways to increase employee attraction and retention for employers.
- **SCHOLARSHIPS:** Providing annual scholarships to individuals interested in a career in the transportation industry
- **MEMBERSHIP:** Create a diverse membership and board of directors of transportation industry businesses to support organizational mission and goals.
- **WHEELS TO WORK:** Create opportunities for hands-on experience for students and new employees by allowing them to work on donated vehicles while increasing the mobility of low-income families in our area.

GOALS FOR 2018-2020

LEGISLATIVE:

- Increase member awareness of legislative developments

TRAINING AND WORKFORCE DEVELOPMENT:

- Utilize membership data to create new training opportunities for incumbent workers

SCHOLARSHIPS:

- Increase student scholarship awards by 50% by 2020 - Increase recruitment of non-traditional students

MEMBERSHIP:

- Increase membership by 10% annually

WHEELS TO WORK:

- Strengthen long-term sustainability of program
- Increase current program to include Demand Response Transit Service



KEEPING US RUNNING IN 2017

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 2017.

Media Sponsors



Platinum Sponsors



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Bloody Mary Bar Sponsor



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Hole Sponsors



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You can count on us!
SINCE 1945
FAMILY AUTO GROUP

View over 800 vehicles
bricknerfamily.com

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Volunteer T-Shirts



WATEA'S WHEELS TO WORK PROGRAM: ELIMINATING THE TRANSPORTATION BARRIER

Launched in 2011, the Wheels to Work program helps low-income individuals and families by eliminating the barrier of unreliable transportation to and from work or school to promote family-sustaining employment & independence. 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

	2016	2017		2016	2017
Applicant Flow			FTA/WI DOT Loan Funds		
Applications Received	78	81	Number of Loans Made		
Eligible Applicants	75	81	Vehicle Repair Loans	13	8
Applicants Attending			Donated Vehicle Job Access Loans	19	22
Maintenance Education	51	57	Value of Loans		
Eligible Applicants Approved	31	30	Vehicle Repair Loans	\$9,974.00	\$4,840.00
Eligible Applicants Declined	0	1	Donated Vehicle Job Access Loans	\$32,600.00	\$31,800.00
Eligible Applicants Currently on Waiting List	6	6			
Vehicle Donations Received			Loan Collections and Repayments		
Vehicles Donated	33	35	Loans Made	32	30
Vehicles Junked	23	15	Loans Satisfied	24	13
Vehicles Awarded to Customers	19	22	Loans Defaulted	5	3
Vehicles Other (Auction, Reclaimed, Etc.)	2	2	Loans Outstanding	45	39
Vehicles in Inventory (Servicing)	30	24	Loans Delinquent on Payments (Part of OS)		
Vehicles in Inventory (Available)	0	0	Value of Loans Outstanding	\$47,514.00	\$34,695.00
			Loan Payments Collected		
			(Restricted Funds for W2W Program)	\$43,959.00	\$34,102.00
Vehicle Service / Repairs			Matching Funding for Wheels to Work Program		
Vehicles Serviced for Repairs Only	13	8	Cash Match		
Repair Costs of Completed Vehicles - Repairs Only	\$10,343.00	\$7,732.00	United Way's Women in Action	\$5,000.00	\$5,000.00
Completed Donated Vehicles Service	19	22	United Way of Marathon County	\$24,250.00	\$20,000.00
Repair Costs of Completed Donated Vehicles	\$33,513.00	\$39,487.00	Cash Received for Junked Vehicles	\$2,948.00	\$2,483.00
Average Repair Cost of Donated Vehicles	\$1,764.00	\$1,795.00	City of Wausau CDBG		\$5,000.00
			In-Kind Donations		
			Advisory Board Service	Priceless	Priceless
			Donated Parts and Services from WATEA Partners	\$37,981.00	\$30,157.00
			Donated Vehicles	\$60,045.00	\$75,309.00



Wheels to Work

2017 Donors

2017 WHEELS TO WORK DONORS

Diamond \$20,000 and above:

- Olson Tire & Auto Service, Inc.
- United Way of Marathon County
- Federal Transit Administration
- WI Department of Transportation

Platinum \$10,000 - \$19,999:

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

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

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

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

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

2017 SUPPORTING BUSINESSES

- Buyers Guide
- Cars.com
- City Pages
- Fox 55
- Midwest Communications
- SUN Printing
- WAOW Newslines 9
- WSAW News Channel 7

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

“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



Ray Bikowski, Lincoln Meverden, Dylan Borne, Co-Chair Jerry Brickner, Co-Chair Kent Olson

2017 WATEA BOARD MEMBERS

Darren Ackley	Northcentral Technical College
Jerry Brickner*	Brickner Family
Mike Cooper	Mid-State Truck Service
Traci Champagne	Crystal Finishing
Mike Garvin*	Fred Mueller
Cory Heckendorf	Wisconsin Kenworth
Aaron Hoffman*	D.C. Everest School District
Tony Long	Kocourek Ford
Steve Morris	Penske
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

WHEELS TO WORK ADVISORY BOARD:

- Marcia Christiansen Forward Service Corporation
- Kent Olson Olson Tire & Auto Service, Inc.
- Jackie Carattini UW Marathon County Extension
- Erica Sutch Women's Community
- Jacob Tripp Salvation Army
- Guy Flora Advance Auto
- Matt Klug Northcentral Technical College
- Kathy Kloes Forward Service Corporation
- Laura Krause Forward Service Corporation
- MaiGer Moua United Way
- Connie Umstead Catholic Charities
- Becky Zoromoski Wisconsin Automotive & Truck Education Association

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.



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.

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