

**DRIVING  
THE  
TRAINING  
THAT  
KEEPS  
YOU  
RUNNING**



2018 ANNUAL REPORT



2018 CAREER NIGHT - students and parents attend this annual event to learn more about the transportation industry



# BIG STEPS ACCOMPLISHED, EVEN BIGGER ONES AHEAD

Wisconsin Automotive and Truck Education Association – Coming into 2018 WATEA created a strategic plan to drive our work over the next three years into 2020. The plan included key Legislative, Training and Workforce Development, Scholarship, Membership, and Wheels to Work goals to help us better focus our energies. Of these goals several have already been realized or are well on their way to completion. Though we are seeing improvement in many areas of our organization, there is still much to be done. Specific items regarding incumbent worker training and updating members regarding legislative developments are two key areas that WATEA will continue to seek to improve during the upcoming year(s).

An opportunity arose in 2018 to apply for more transportation assistance for our community. WATEA partnered their efforts with the North Central Wisconsin Workforce Development Board and the Central Wisconsin Metal Manufacturers Alliance to apply for a Wisconsin Fast Forward and Department of Transportation grant called Commute to Careers. This exciting program is an effort to connect employers and employees in new, innovative ways. WATEA's goal for this initiative is to create a regional shuttle program connecting employees in Lincoln, Langlade, and Portage Counties to the many job openings within businesses in Marathon County. WATEA wrote for and received \$267,000 for this grant at the end of 2018. We hope to have the shuttles operational during the second quarter of this year. Please let us know if you would like to find out more or lend your expertise to this program.

WATEA also continues to manage our highly recognized Wheels to Work Program of Marathon County. During 2018 we awarded 18 donated, refurbished vehicles to families or individuals where reliable transportation was an obstacle to work or educational attainment. We also made repairs to 15 client-owned vehicles at our program supported level. Many other clients were assisted with their budgeting, financial literacy, and

vehicle maintenance skills by attending classes offered through our program. During 2018 we also added another level of assistance in the community through our taxi voucher program. We extended this assistance to Wheels to Work clients as well as the community as a whole. Started in the third quarter of the year, we were able to help 26 clients get to and from work through this expanded service.

In closing, we'd like to thank you. Thank you for taking the time to review this. Thank you for any or all efforts and energies you may have contributed to 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 you may indulge us a little more: Please consider with renewed intensity the opportunity to partner and vision with us as we embark on the next chapter. 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 on 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 one of their 2018 scholarship recipients and participated in the Youth Apprenticeship program in high school. This assistance greatly helped me get a jump start into a field I enjoy.”

Alex Thao

## **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.

“As a newly graduated Automotive Technician from NTC, I feel that the Youth Apprenticeship program and the scholarship support I received from WATEA were very important in getting me to where I am today. I have a career I enjoy with great pay, and the ability to continue to develop my skills and increase my earning potential. I cannot stress enough the importance of Youth Apprenticeship to students deciding on what to do with their future.”

Kyle Ullenbrauck

*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

### 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

### 2018 ACHIEVEMENTS

- Increased membership by 33%
- Increased program services to include taxi vouchers
- Scholarship awards increased by 25%
- Began new Commute to Careers initiative



# KEEPING US RUNNING IN 2018

WATEA is supported in part by those who sponsor and participate in our annual golf outing fundraiser. Thanks to their generosity we raised over \$75,000 in 2018.

## Presenting Sponsor



## Media Sponsors



## Platinum Sponsors



## Lunch Sponsor



## Gold Sponsors



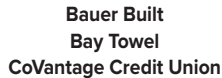
## Bloody Mary Bar Sponsor



## Exclusive Hole Sponsors



## Tee Sponsors



## Putting Green Sponsor



## Cannon Sponsor



## Golf Cart Sponsor



## Registration Sponsor



## Reception Sponsor



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## Band Sponsor



## Firework Sponsor



## Golf Ball Sponsor



# 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

	2017	2018		2017	2018
<b>Applicant Flow</b>			<b>Loan Collections and Repayments</b>		
Applications Received	81	62	Loans Made	30	32
Eligible Applicants	81	62	Loans Satisfied	13	16
Applicants Attending			Loans Defaulted	3	6
Maintenance Education	57	35	Loans Outstanding	39	34
Eligible Applicants Approved	30	36	Loans Delinquent on Payments (Part of OS)		
Eligible Applicants Declined	1	0	Value of Loans Outstanding	\$34,695.00	\$31,943.00
Eligible Applicants Currently on Waiting List	6	7	Loan Payments Collected		
			(Restricted Funds for W2W Program)	\$34,102.00	\$35,280.00
<b>Vehicle Donations Received</b>			<b>Funding for Wheels to Work Program</b>		
Vehicles Donated	35	32	Grants		
Vehicles Junked	15	17	United Way's Women in Action	\$5,000.00	—
Vehicles Awarded to Customers	22	18	United Way of Marathon County	\$20,000.00	\$20,000.00
Vehicles Other (Auction, Reclaimed, Etc.)	2	0	Cash Received for Junked Vehicles	\$2,483.00	\$2,847.00
Vehicles in Inventory (Servicing)	24	20	City of Wausau CDBG	\$5,000.00	—
Vehicles in Inventory (Available)	0	0	WETAP	\$114,254.00	\$145,186.00
<b>Vehicle Service / Repairs</b>			In-Kind Donations		
Vehicles Serviced for Repairs Only	8	14	Advisory Board Service	Priceless	Priceless
Repair Costs of Completed Vehicles			Donated Parts and Services from WATEA Partners	\$30,157.00	\$26,194.00
- Repairs Only	\$7,732.00	\$12,352.00	Donated Vehicles	\$75,309.00	\$75,069.00
Completed Donated Vehicles Service	22	18			
Repair Costs of Completed Donated Vehicles	\$39,487.00	\$34,675.00			
Average Repair Cost of Donated Vehicles	\$1,795.00	\$1,926.00			



# Wheels to Work

## 2018 Donors

### 2018 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:

- Advance Auto Parts
- Brickner's of Wausau
- 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

### 2018 SUPPORTING BUSINESSES

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

### PARTNERING AUTO & PARTS FACILITIES

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

- Advanced Auto Parts
- Brickner Family Auto Group
- Car Partz
- 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

“We are all aware of the current and expanding technician and labor shortage. The state supported and locally implemented Youth Apprenticeship program has been a Godsend for the development of our staff. Not only have we groomed some very excellent members of our team, we have also contributed to the labor pool beyond our own walls. This increase in interested and experienced workers has helped make a small difference in our community. We enjoy helping young people achieve a successful career pathway. WATEA has been the driving force in this initiative.”

Kent Olson  
Olson Tire and Auto Service



## 2018 WATEA BOARD MEMBERS

Jerry Brickner*	Brickner Family
Traci Champagne	Crystal Finishing
Greg Cisewski	Northcentral Technical College
Mike Cooper	Mid-State Truck Service
Mike Garvin*	Fred Mueller
Cory Heckendorf	Wisconsin Kenworth
Aaron Hoffman*	D.C. Everest School District
Tony Long	Kocourek Ford
Kent Olson*	Olson Tire & Auto Service
Walter Olson	Scaffidi Truck Center
Mark Poppe	Wausau School District
Craig Steckling*	Brickner's of Wausau
Bob Wigman	Advanced Auto Parts
Henry Yach III	Yach's Body & Custom

\*Officer/Executive Committee

## WHEELS TO WORK ADVISORY BOARD:

- Marcia Christiansen Forward Service Corporation
- Guy Flora Advance Auto
- Leah Griesbach Catholic Charities
- Kathy Kloes Forward Service Corporation
- Matt Klug Northcentral Technical College
- Laura Krause Forward Service Corporation
- MaiGer Moua United Way
- Kent Olson Olson Tire & Auto Service, Inc.
- Erica Sutch Women's Community
- Becky Zoromski 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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