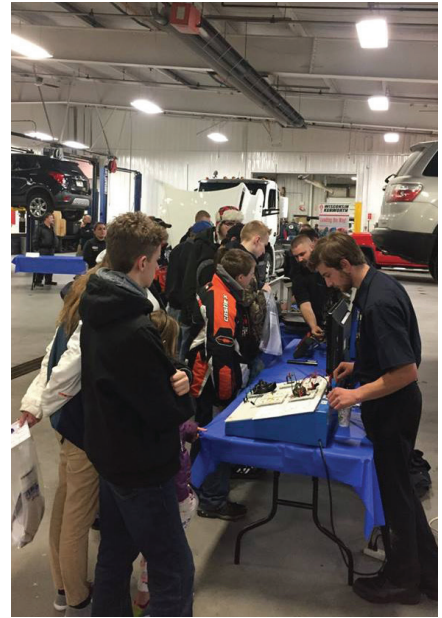


**DRIVING
THE
TRAINING
THAT
KEEPS
YOU
RUNNING**



2019 ANNUAL REPORT



2019 CAREER NIGHT - students and parents attend this annual event to learn more about the transportation industry



ROLLING AHEAD WITH AN EYE TO THE FUTURE

2019 was a year of changes and new opportunities for the Wisconsin Automotive & Truck Education Association (WATEA). It was also a time to reflect upon the first two decades of accomplishments in anticipation of celebrating WATEA's 20th anniversary in 2020. Thanks to our many engaged members, supportive community partners and dedicated volunteers, WATEA continues to be actively involved in supporting workforce development initiatives across central Wisconsin and beyond.

WATEA is now more than halfway through its three-year strategic plan and the results are looking positive. More than 28% of WATEA's memberships in 2019 were from new members. We have already met our goal to increase scholarship awards for students pursuing degrees in the transportation industry by 50%. The Wheels to Work goal of increasing mobility for low-income families needing access to employment received a boost with the launch of the Commute2Careers employment transit program. In summer 2019, WATEA began working with the Wisconsin Department of Workforce Development to create a new Registered Apprenticeship program for the Transportation industry, which will help achieve our Training and Workforce Development goal of creating new training opportunities and increasing employee attraction and retention. As WATEA heads into the final year of its strategic plan, the groundwork is in place for us to meet or surpass all the goals first identified back in 2017.

The Wheels to Work program continues to make a difference and change lives across Marathon County. In 2019, nine low-income households received a refurbished vehicle thanks to the generosity of our many donors who provide the program with vehicles to be repaired and repurposed. In addition, 12 more clients received an interest-free affordable loan to repair their personal vehicles, enabling them to maintain employment while improving the safety and reliability of their transportation. The WATEA Board continues to view this program as a key asset and is developing plans for increasing the number of loans, donors, and community partners heading into 2020.

Another exciting development in 2019 was the launch of the Commute2Careers employment shuttle program. This pilot program was funded through a Wisconsin Department of Workforce Development grant. Its goal is to increase access

to employment via a regional transportation shuttle system. In June 2019, the first phase of the C2C program began. Individuals working at Crystal Finishing Systems and Kolbe & Kolbe whose primary employment barrier was a lack of reliable transportation were able to apply to receive rides for up to 3 months. By the end of 2019, the C2C shuttle had assisted 20 different individuals in Wausau and Antigo with getting rides to work. The program will be expanding in 2020 to serve additional employers and employees across central and northern Wisconsin.

Looking ahead to 2020, we envision even more great things. Continued development of the Registered Apprenticeship program, expansion of Commute2Careers, and a reinvigoration of the Wheels to Work initiative are just the beginning. In late 2019, the first steps were taken to develop a new educational pathway for K12 students passionate about pursuing careers in the transportation industry. WATEA will be leading a collaboration between local K12 school districts, technical colleges, and business partners to facilitate a regional educational pathway program that gets students engaged early and trained efficiently in the skills necessary to be a proficient part of our workforce faster than ever. We are going to show them what a Cool Career looks like!

Thank you for your continued support of WATEA. We work hard to ensure your investment in this organization provides your business and our economy with positive outcomes. Please let us know if you would like to get more involved in any of these initiatives, or if you have other ideas for ways to build our workforce. We are now focusing on our vision for 2020, and the picture is clear – WATEA works for you!



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

2019 ACHIEVEMENTS

- 28% of membership consists of new members
- Registered Apprenticeship program development initiated
- Scholarship awards increased by 50% (GOAL MET)
- Commute@Careers transported 20 new employees



KEEPING US RUNNING IN 2019

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 2019.

Presenting Sponsor



Media Sponsors



Lunch Sponsor



Platinum Sponsors



Bloody Mary Bar Sponsor



Gold Sponsors



NEW!!! Beverage Station Sponsors



Exclusive Hole Sponsors



Tee Sponsors



NEW!!! Volunteer T-shirt Sponsor



Putting Green Sponsor Cannon Sponsor



Golf Cart Sponsor



Registration Sponsor



Reception Sponsor



Beer Tent Sponsor



Porta Potty Sponsor



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

	2018	2019		2018	2019
Applicant Flow			Loan Collections and Repayments		
Applications Received	62	65	Loans Made	32	21
Eligible Applicants	62	64	Loans Satisfied	16	12
Applicants Attending Maintenance Education	35	39	Loans Defaulted	6	0
Eligible Applicants Approved	36	28	Loans Outstanding	34	30
Eligible Applicants Declined	0	1	Value of Loans Outstanding	\$31,943.00	\$24,193.31
Eligible Applicants Currently on Waiting List	7	11	Loan Payments Collected (Restricted Funds for W2W Program)	\$35,280.00	\$20,769.00
Vehicle Donations Received			Funding for Wheels to Work Program		
Vehicles Donated	32	14	Grants		
Vehicles Junked	17	8	United Way of Marathon County	\$20,000.00	\$20,000.00
Vehicles Awarded to Customers	18	9	Cash Received for Junked Vehicles	\$2,847.00	\$1,133.00
Vehicles Other (Auction, Reclaimed, Etc.)	0	3	WETAP	\$145,186.00	\$118,753.00
Vehicles in Inventory (Servicing)	20	20	In-Kind Donations		
Vehicles in Inventory (Available)	0	1	Advisory Board Service	Priceless	Priceless
Vehicle Service / Repairs			Donated Parts and Services from WATEA Partners	\$26,194.00	\$16,220.00
Vehicles Serviced for Repairs Only	14	12	Donated Vehicles	\$75,069.00	\$45,782.00
Repair Costs of Completed Vehicles - Repairs Only	\$12,352.00	\$7,429.00			
Completed Donated Vehicles Service	18	9			
Repair Costs of Completed Donated Vehicles	\$37,903.00	\$34,675.00			
Average Repair Cost of Donated Vehicles	\$1,926.00	\$2,764.00			



Wheels to Work

2019 Donors

2019 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

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
- Griesbach Auto Service
- Kocourek Auto Group
- Wausau East High School

2019 SUPPORTING BUSINESSES

- City Pages
- Fox 55
- Money Saver Magazine
- 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



2019 WATEA BOARD MEMBERS

Jerry Brickner*	Brickner Family
Steven Brickner Jr*	Brickner Motors
Traci Champagne	Crystal Finishing Systems
Greg Cisewski	Northcentral Technical College
Mike Cooper	Mid-State Truck Service
Mike Garvin/Brian Rosewicz	Fred Mueller
Cory Heckendorf*	Wisconsin Kenworth
Aaron Hoffman*	DC Everest School District
Greg Jensen	Kocourek Automotive
Kent Olson*	Olson Tire & Auto Service
Walter Olson	Scaffidi Truck Center
Mark Poppe	Wausau School District
Bob Wigman	Advance Auto Parts
Henry Yach III	Yach's Body & Custom

*Officer/Executive Committee

WHEELS TO WORK ADVISORY BOARD:

- Pam Anderson Get \$mart Coalition
- Marcia Christiansen Forward Service Corporation
- Guy Flora Advance Auto Parts
- Leah Griesbach Catholic Charities
- Kathy Kloes Forward Service Corporation
- Matt Klug Northcentral Technical College
- Laura Krause Forward Service Corporation
- MaiGer Moua United Way 211
- Kent Olson Olson Tire & Auto Service
- Tammy Stratz City of Wausau
- Erica Sutch Women's Community
- Becky Zorowski/
Sara Guild WATEA

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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