

DRIVING THE TRAINING THAT KEEPS YOU RUNNING



2015 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



WATEA Co-Chair Jerry Brickner speaks to students and parents at Automotive Career Night held at NTC.

AN EXCITING TIME

As we celebrate and review our accomplishments and reenergize to achieve even more goals we can't help but feel the excitement in the air. Together over the last fifteen years or so we have accomplished much. In fact we would say that we achieved many of our early visions designed to address the myriad of 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. And we structured our organization to be at the center of the discussion and 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, and Central WI 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.

During 2015 WATEA was fortunate enough to be the recipient of another Fast Forward Wisconsin Department of Workforce Development Grant. This grant, called Central WI CDL, will bring CDL training to Central Wisconsin at Northcentral Technical College. This much-needed training will not only provide local businesses with CDL holders, but will also provide a unique and exciting "Finishing Program" training to eliminate an insurability barrier when companies are hiring these new employees. WATEA is working closely with Northcentral Technical College and the local business community to create a program that will not only benefit local businesses but may indeed be replicable in other areas of the state.

WATEA received our first Fast Forward Wisconsin grant for our

ADAPT program in 2014. This program started in January of 2015, and ran until June of that year. We have seen much success with this program, with over 80% receiving their ASE Certification after coursework. Employers have seen positive results in their employee's knowledge base and understanding, and have rewarded that improved knowledge with significant wage increases. The next classes for this program have started in January 2016.

Our Wheels to Work program continues with much support from our local community. Without the support of local repair and parts shops this program wouldn't be successful. A big thank you for their years of support and involvement!!! WATEA also received 42 donated vehicles from community members, 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. 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! We also continue to see a large portion of our monetary funding through the City of Wausau's Metro Ride with the Federal Transit Administration Urbanized Area Formula Program and the State of Wisconsin Urban Mass Transit Operating Assistance Program.

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 form 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.



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...

“I received a vehicle through WATEA’s Wheels to Work program. Now I can get my children to their appointments, school, and I can get to work.**”**

Wendy
Wheels to Work Program Participant

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.

“WATEA engages the business in the development of their future workforce and the curriculum being provided to that workforce.”

Kent Olson
Olson Tire and Auto Service

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.

“The training I am receiving through the Fast Forward grant has been interesting and will help me be better at my job. I have already been able to apply topics covered in class when repairing vehicles at work.”

Tyson Krause
Olson Tire and Auto Service

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 2015

WATEA is supported in part by those who sponsor and participate in our annual golf outing fundraiser. Thanks to their generosity we raised more than \$65,000 in 2015.

MEDIA SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS



HOLE SPONSORS



TEE SPONSORS

ABR Employment Services	County Materials	Evolutions in Design	Dr. Timothy Romang
Bay Towel	Culvers	Jim Kryshak Jewelers	Quality Resource Group
Big Fat Designs	Dairy Queen	Moore Oil	Urban Construction Company
Central Wisconsin Fasteners	Dealer Specialties of Lake Superior	O'Malley Automotive	

PUTTING GREEN SPONSOR



CANNON SPONSOR



GOLF CART SPONSOR



REGISTRATION SPONSOR



BEER TENT SPONSOR



PORTA POTTY SPONSOR



BAND SPONSOR



FIREWORK SPONSOR



LUNCH SPONSOR



RECEPTION SPONSOR



BLOODY MARY BAR SPONSOR



BEVERAGE STATION SPONSOR



COFFEE SPONSOR



WATER SPONSOR



NAPKIN 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 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

	2014	2015		2014	2015
Applicant Flow			FTA/WI DOT Loan Funds		
Applications Received	123	77	Number of Loans Made		
Eligible Applicants	98	77	Vehicle Repair Loans	22	18
Applicants Attending			Donated Vehicle Job Access Loans	30	26
Maintenance Education	56	68	Vehicle Purchase Loans	0	
Eligible Applicants Approved	66	42	Value of Loans		
Eligible Applicants Declined	6	18	Vehicle Repair Loans	\$11,325.00	\$11,151.82
Eligible Applicants Currently on Waiting List	10	5	Donated Vehicle Job Access Loans	\$50,290.00	\$39,400.00
Vehicle Donations Received			Loan Collections and Repayments		
Vehicles Donated	40	42	Loans Made	52	42
Vehicles Junked	6	8	Loans Satisfied	26	17
Vehicles Awarded to Customers	30	25	Loans Defaulted	2	21
Vehicles Other (Auction, Reclaimed, Etc.)	1	1	Loans Outstanding	153	6
Vehicles in Inventory (Servicing)	15	21	Loans Delinquent on Payments (Part of OS)	18	
Vehicles in Inventory (Available)	4	0	Value of Loans Outstanding	\$155,759.17	\$104,531.51
Vehicle Service / Repairs			Loan Payments Collected		
Vehicles Serviced for Repairs Only	22	18	(Restricted Funds for W2W Program)	\$47,942.98	\$51,360.27
Repair Costs of Completed Vehicles - Repairs Only	\$10,995.00	\$10,907.33	Matching Funding for Wheels to Work Program		
Completed Donated Vehicles Service	30	25	Cash Match		
Repair Costs of Completed Donated Vehicles	\$47,718.00	\$43,159.55	City of Wausau Block		
Surplus / (Deficit) on Repairs/Service	\$2,903.00	(\$3,759.55)	Development Grant	\$16,578.00	\$0.00
Average Repair Cost of Donated Vehicles	\$1,591.00	\$1,726.00	United Way's Women in Action	\$5,000.00	\$5,000.00
			United Way of Marathon County	\$25,000.00	\$25,000.00
			Cash Received for Junked Vehicles	\$1,800.00	\$1,100.00
			In-Kind Donations		
			Advisory Board Service	Priceless	Priceless
			Donated Parts and Services from WATEA Partners	\$46,034.00	\$44,126.04
			Donated Vehicles	\$90,433.00	\$87,470.00



Wheels to Work

2015 Donors

2015 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

2015 SUPPORTING BUSINESSES

- Cars.com
- City Pages
- Fox 55
- Midwest Communications
- SUN Printing
- US Bank
- United Way of Marathon County
- Valley Community Credit Union
- Wausau Daily Herald
- WAOW Newsline 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
- Mount View Towing
- 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

“Wheels to Work has been a great help in getting my car repaired. I now have a reliable vehicle that allows me to get to work.”

Ashlee, Wheels to Work
Program Participant

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

Co-Chairperson: Deb Hoppa

- | | |
|-----------------------|--|
| • Marcia Christiansen | Forward Service Corporation |
| • Kent Olson | Olson Tire & Auto Service, Inc. |
| • Jackie Carattini | UW Marathon County Extension |
| • Erica Sutch | Women's Community |
| • Deb Hoppa | St. Vincent de Paul |
| • Jan Hansford | Community Member |
| • Jacob Tripp | Salvation Army |
| • Brad Buettner | Valley Community Credit Union |
| • Guy Flora | CARQUEST |
| • Matt Klug | Northcentral Technical College |
| • Samantha Albrecht | Fox 55 |
| • 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



Scholarship recipient Dakota Flink &
Ray Bikowski, Snap-On Tools



Ray Bikowski, Snap-On Tools &
Scholarship Recipient Nathan Howard



Ray Bikowski, Kent Olson,
Nathan Howard, Dakota Flink, Jerry Brickner

2015 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

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.