



# WATEA Membership Works – for YOU!



The **Wisconsin Automotive & Truck Education Association (WATEA)** drives innovative workforce development solutions for the transportation industry.

## What is WATEA?

The *Wisconsin Automotive & Truck Education Association* brings like-minded transportation businesses, educational institutions, community organizations, and individuals together to create innovative solutions for increasing workforce opportunities in the transportation industry.

**WATEA's Mission:** To improve awareness of career pathways available within the transportation industry.

**WATEA's Vision:** Strengthen member value and workforce impact

**History of WATEA:** In the late 1990's, a small group of business and educational leaders joined forces to save the Automotive Technician training program at a local technical college. Through this experience, the group discovered the power of their combined influence, and, in 2000, the Wisconsin Automotive & Truck Education Association was formed. Since that time, businesses and organizations who might be competitors elsewhere have collaborated to achieve their shared goals of increasing transportation industry training opportunities.

In 2011, WATEA launched the *Wheels to Work* program to provide reliable vehicles to low-income workers.

In 2019, *Commute2Careers* was created to give shuttle rides to new employees lacking transportation to work.

In 2022, *Commute2Careers* partnered with Mid-State Tech to shuttle students with transportation barriers to school.

In 2024, *Industry 4.0 Training* was launched in partnership with Carquest Technical Institute.

## Key Programs & Initiatives

- **WATEA Student Scholarships** provide thousands of dollars in tuition each year, enabling multiple students to pursue transportation-related training programs at regional technical colleges.
- **Technical College Programming** ensures current and future employees have access to up-to-date training in the fields of Auto Tech, Collision & Repair, Diesel Tech, and CDL/Driving. Businesses also benefit from apprenticeship programs and by participating in industry advisory groups.
- **K-12 Auto/Tech Ed Programs** excite the next generation of employees through Youth Apprenticeship, job shadowing, internships, and entry-level jobs.
- **Wheels to Work** provides affordable, no-interest loans to low-income individuals who need a vehicle or vehicle repairs to access a job.
- **Industry 4.0 Training** gives employers throughout the state the opportunity to train technicians in Hybrid, EV, ADAS and Advanced Diagnostics and Programming.

## Annual Events & Activities

- The **Fore the Road Charity Golf Event** is WATEA's annual fundraiser. Spend a day on the golf course, then enjoy a night of networking, food & beverages, live music, fireworks and more – for a great cause!
- WATEA's **Annual Meeting** is a FREE event featuring updates on current transportation workforce initiatives, a keynote speaker highlighting key industry topics, and excellent networking opportunities.
- **Transportation Career Events** show students the benefits of working in the transportation industry.

## Benefits of WATEA Membership

As a WATEA Member, you will receive:

- **Enhanced Access to New Employees and Workforce Programs**  
Receive timely communications about prospective new employees, Youth or Registered Apprenticeship candidates, technical college training programs, regional job fairs, and other workforce engagement activities.
- **Higher-Quality (and Quantity!) Employees**  
Hire confidently knowing WATEA is working on your behalf to ensure there are sufficient active and up-to-date automotive training programs in our regional K-12 schools and technical colleges to ensure a sustainable and skilled workforce pipeline.
- **Influence Over the Industry's Future**  
WATEA provides its members with opportunities to join topic-specific task forces, workforce development teams, and WATEA boards/committees, where participants guide the content and direction of transportation-industry training and workforce development initiatives alongside a wide variety of industry partners.
- **Strategic Business Marketing Opportunities**  
Let WATEA distribute your business' branded products and information at regional job fairs & events, and/or secure prominent sponsorships at WATEA's popular annual golf outing event.
- **Industry-Specific Relationships**  
Network with other industry professionals at WATEA's Annual Meeting, then grow your new relationships while collaborating at job fairs or enjoying WATEA's annual Fore the Road Charity Golf Fundraiser.
- **Appreciation from Program Participants & Your Community**  
Your membership helps sustain critical community workforce programs like the Wheels to Work vehicle loan program and Industry 4.0 Training. These programs help low-income residents access jobs, gain stability, get their lives back on track and improve their current work status.
- **...AND MUCH MORE!**

## 2026 WATEA MEMBERSHIP LIST

- |  |                                      |  |
|--|--------------------------------------|--|
| • Abbyland Trucking, Inc.                    | • Haas Sons, Inc.                    | • Olson Tire & Auto Service                |
| • Advance Auto Parts/Carquest                | • Jerry's Towing                     | • Olson Auto Body & Paint                  |
| • AkzoNobel                                  | • Joe Rader Towing                   | • Patriot Auto Repair                      |
| • Ascendance Truck Service                   | • JX Truck Center                    | • Pat's Auto Body                          |
| • Auto Select, Inc.                          | • Karl's Transport                   | • Schierl Tire & Service Center            |
| • BRB Auto Body                              | • Kerber Rose                        | • Sternot Auto Repair                      |
| • Brickner Motors, Inc.                      | • Kocourek Chevrolet                 | • Stewart Ave Collision & Repair           |
| • Brickners Park City, Inc.                  | • Kriete Truck Center- Stevens Point | • Swiderski Equipment- Wausau              |
| • Brickners of Antigo & RV Center            | • Kriete Truck Center- Tomahawk      | • Truck Country                            |
| • Brickner's of Wausau                       | • Little Wolf Auto                   | • UniFirst                                 |
| • Bull Falls Harley-Davidson of Wausau       | • LubeTech                           | • Van Horn Nissan of Steven's Point        |
| • Car Connection Central LLC                 | • Menke Buick GMC Mazda              | • Volk's Auto LLC                          |
| • City of Wausau                             | • Merrill Steel                      | • Wausau School District                   |
| • County Materials                           | • Midas (Wausau)                     | • West Side Automotive Service             |
| • CTech Manufacturing                        | • Mid-State Technical College        | • Wheelers Family Auto Group               |
| • Dahl Chrysler Dodge Jeep RAM Stevens Point | • Midwest Parts Advantage-MPA        | • Wipfli                                   |
| • Dahl Honda Stevens Point                   | • Mosinee Area Chamber of Commerce   | • Wisco Cooperative Assoc.                 |
| • DC Everest School District                 | • Motors Service & Supply            | • Wisconsin Collision Repair Professionals |
| • ECP Inc/Auto Armor                         | • NAPA Auto Parts                    | • Wisconsin Kenworth                       |
| • ELM Repair & Refrigeration                 | • National Coating and Supplies      | • Yachs Body & Custom, Inc.                |
| • Envoy Logistics                            | • Northcentral Technical College     |  |
| • Griesbach Auto Service                     | • O'Malley Automotive Inc.           |  |
|  | • O'Reilly Auto Parts                |  |



# WATEA MEMBERSHIP FORM



**Become WATEA's newest member –  
Return this form and join TODAY!**

**YES** – my company and/or I will support WATEA by becoming a member.

*As a WATEA Member, we will be:*

- Supporting current efforts to inform students and the general public about the education and training necessary to meet the industry's changing needs; and
- Enabling WATEA's staff and Board to take action to develop and sustain a thriving transportation industry workforce pipeline; and
- Contributing to the sustainability of key community programs like *Wheels to Work* and *Commute2Careers*.

**Membership Dues: \$349 per calendar year for single membership; \$329 each for two rooftop businesses under the same ownership; \$299 each for three or more rooftop businesses under the same ownership**

I want to make an **additional donation** to WATEA in the amount of \$ \_\_\_\_\_

➤ My donation should be used for:  **General WATEA Activities**     **Specific Program/Activity:** \_\_\_\_\_

**Total Due: \$** \_\_\_\_\_ **.**

**NOTE: Membership is effective upon payment for one business location and runs through the end of each calendar year.**

- Payment Options:**
- Payment is Included** (Checks payable to WATEA; mail to 617 Forest St, Wausau, WI 54403)
  - Credit Card** – Visit <https://watea.square.site/shop/membership/3> to pay online.
  - Invoice Me** – Mail/email invoice to: \_\_\_\_\_

## NEW/UPDATED MEMBER CONTACT INFORMATION

**Organization Name:** \_\_\_\_\_

*Branch/Location (if applicable):* \_\_\_\_\_

**Primary Contact Person:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_ **Zip:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_ **Phone:** (     ) \_\_\_\_\_

*Additional Contact Person(s) Name & Title (optional):* \_\_\_\_\_

*Additional Email Address:* \_\_\_\_\_ *Phone:* \_\_\_\_\_

**Billing Contact Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Authorizing Signature:** \_\_\_\_\_ **Approval Date:** \_\_\_\_\_

**THANK YOU!** Your support of WATEA will benefit all our programs and initiatives, including training opportunities for local incumbent workers, *Wheels to Work*, scholarships for individuals enrolling in transportation sector training programs, local high school and college automotive programs, and so much more!