



2021 ANNUAL REPORT

DRIVING THE TRAINING THAT KEEPS YOU RUNNING!



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- Iain Cameron, *Northcentral Technical College*
- George Dellich, *Kriete Truck Centers*
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- Aaron Hoffman, *DC Everest School District*
- Greg Jensen, *Kocourek Automotive*
- Kent Olson, *Olson Tire & Auto Service*
- Bryan Peskar, *Mid-State Truck Service*
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- Kathy Kloes, *Forward Service Corporation*
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- Erica Territo, *Women's Community*
- Dawn Wood, *St. Vincent de Paul*

Wisconsin Automotive & Truck Education Association (WATEA)

Driving the Training that Keeps You Running Since 2000!

About Us

The Wisconsin Automotive & Truck Education Association (WATEA) brings together like-minded transportation businesses, educational institutions, community organizations, and individuals to create innovative solutions that increase workforce opportunities in the transportation industry.

Our Mission

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.

Our History

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 and create a lasting difference in our communities.

In 2011, WATEA launched the Wheels to Work program to provide reliable vehicles to low-income employees. In 2019, Commute2Careers was created to give shuttle rides to new employees lacking transportation to work.

Letter from 2021 Co-Chairs

2021 was a year of unprecedented change, both for WATEA and the world. We spent the year adapting to constantly changing circumstances, and most transportation industry businesses acutely felt the combined impacts from both an unpredictable supply chain and a rapidly evolving workforce crisis. And while we recognize that it was a challenging year for many WATEA members, it was also a year filled with new and existing opportunities.

During 2021, many of us learned how to retain and maintain key relationships in unique ways. Phone and video-based meetings dominated much of the year, changing how we interacted with everyone from our vendors to colleagues to families. While this no doubt helped improve at least some of our technology skills, it more importantly allowed us to rediscover the value of in-person interactions. We reestablished the importance of prioritizing our time to focus on building quality relationships. When you work in transportation, you work in your communities. These relationships are key in this business, and 2021 allowed us a rare chance to reflect on just how crucial it is to be connected to our communities, our neighbors, our work teams, our friends, and our families.

Speaking of work teams, few businesses escaped the impact of the “Great Resignation” of 2021. Employees started moving across or out of the workforce at an unprecedented rate. Transportation employers saw a sudden increase in employees jumping from one job to another. They struggled to replace not only those employees, but also workers who retired. This created a significant reduction in the overall workforce pool. In response, businesses got innovative. Implementation of new ideas to not only attract and retain workers but also to streamline how work gets done became a very important strategy. The goal, of course, being to help increase productivity, build positive morale, and improve business success.

WATEA recognized these challenges its members were facing and took multiple actions in 2021 to improve the workforce pool by increasing both the quantity and quality of transportation industry workers. A few key actions included:

- **COLLISION & REPAIR:**

- » WATEA created & launched a new Collision training program in partnership with Northcentral Technical College. Collaboratively we graduated a dozen newly skilled workers in its first year and laid the groundwork for additional Collision training programs in the future.

- **DIESEL MECHANIC:**

- » Wisconsin now has a **brand-new Diesel Mechanic Registered Apprenticeship** program thanks to a significant partnership between WATEA members and the Wisconsin Department of Workforce Development, giving employers a great new option for developing highly skilled technicians in just 2 years.

- **AUTO & DIESEL TECHNICIAN:**

- » A new **Auto Academy Pathways Program** brings high school seniors into the industry by enabling them to complete North Central Technical college (NTC)’s Automotive Maintenance & Light Repair diploma during 12th grade, positioning them to quickly enter the industry or further their education upon graduation.

In addition, WATEA continued to support workers across the region facing employment transportation barriers. The Wheels to Work program was streamlined to make it easier for people to apply, and 16 no-interest loans were provided to low-income workers needing a vehicle and/or repairs. In addition, the Commute2Careers employment shuttle service assisted more than 70 riders to get to jobs while they developed a more permanent transportation solution. These programs kept dozens of employees working this year, a huge benefit to the entire region!

2021 was filled with change and uncertainty, but it was also filled with opportunities to improve our workforce, our businesses, and our communities. We are excited about the future, knowing that WATEA stands ready to build upon the successes of this past year by bringing even more new training programs, Registered Apprenticeships, and employment transportation solutions to our members and our communities. We thank you for being a part of WATEA in 2021 and look forward to partnering with you in 2022!

But as is the case with any successful venture, our organization is dependent on investment and energy from its biggest asset – YOU! Please help us continue these wonderful and necessary initiatives. Ask any of us how you can help!

With sincerest appreciation,

2021 WATEA Co-Chairs



Kent Olson
Olson Tire & Auto Service
Olson Auto Body & Paint
Owner/President



Jerry Brickner
Brickner Family
Auto Group
Owner/President

Rolling Through 2021 with WATEA



▪ Increased WATEA membership by 21%



▪ Awarded \$15,000 in student scholarships



▪ Covered 100% of tuition for the inaugural K12 Auto Academy dual credit training program



▪ Celebrated 11 graduates from the new Basic Collision training program



▪ 9 also completed Advanced Collision program



▪ Approved 16 Job Access loans through Wheels to Work program



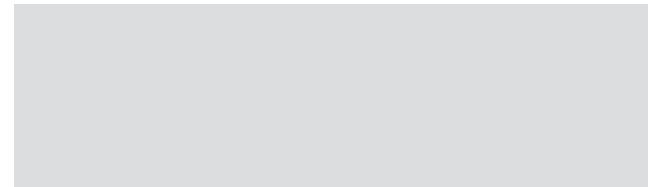
▪ Transported employees to more than 50 different jobs using the Commute2Careers shuttle service



▪ Developed a brand-new Diesel Mechanic Registered Apprenticeship program with the DWD



▪ Opened WATEA's first office & training facility in downtown Wausau



What Drives WATEA

WATEA works by focusing on four specific areas of engagement:



Training & Workforce Development

Scholarships & Recognition

Community Engagement

Membership & Sustainability



Using these as a guide, WATEA is able to effectively impact the transportation industry's workforce environment across central Wisconsin and beyond.

2021 Annual Report Content Guide:

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Training & Workforce Development

Student Engagement

Auto Academy Dual Credit Program

NEW in 2021!

High school students across central Wisconsin can now earn an *Automotive Maintenance & Light Repair* technical diploma from Northcentral Technical College during their senior year! The Auto Academy program was developed and financed through a partnership between WATEA, NTC, DC Everest School District, and the Wausau School District. Students attend classes at NTC 2-3 mornings each week, then return to their home schools for their regular classes. All 12 credits are guaranteed to transfer into NTC's automotive program associates degrees, giving graduates a jump start on their path to a career in the transportation industry!

COMING IN 2022

Seniors from **any school district** can enroll in the 2022-23 Auto Academy Program – contact your school's Career & Tech Ed Coordinator for details!

WATEA Works for the Next Generation!

WATEA worked hard in 2021 to engage the next generation of workers by:

- Serving on the NTC Youth Apprenticeship Steering Committee
- Assisting the DWD with updating its Transportation Youth Apprenticeship programs
- Connecting potential student employees & Youth Apprentices to members with open positions
- Attending K12 career & job fairs to inform students about the benefits and current openings in the transportation industry

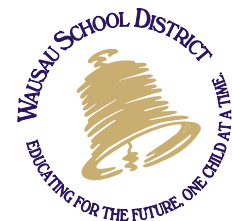
GOOD NEWS!

WATEA's popular Transportation Careers Expo will be back in 2022!



K16 Education Partners

WATEA is proud to work closely with the following educational partners to ensure they have the resources and information they need to train our next generation of transportation industry workers:



Would your school like to get more involved with WATEA? Contact us today to discuss opportunities for new collaborations!

Training & Workforce Development

Career Development

Auto Collision Training Program

NEW IN 2021!

An innovative NEW Auto Collision Basics Certificate program was launched in 2021 thanks to a partnership between WATEA, NTC, and multiple industry partners, using funding provided by a DWD Fast Forward Grant. Designed to increase the number of skilled entry-level collision employees in the region, the program was taught by current industry professionals at active collision shops on a work- and family-friendly schedule. 12 students completed the 29-week Basics course, and 9 of them went on to graduate from the optional 15-week Intermediate program in December.

COMING IN 2022

A revised Auto Collision Fundamentals Certificate program starts in March! It combines the best of the 2021 program with even more schedule flexibility and skill development. For details, contact WATEA.

Registered Apprenticeships

In 2021, WATEA developed a **brand new Diesel Mechanic Registered Apprenticeship program** in partnership with the DWD and NTC. Creating this program was the first step in creating a whole new series of Transportation Industry Registered Apprenticeship programs. Employers who hire a Diesel RA will now be able to train them using an industry-approved curriculum. Employee RA's will earn both a Registered Apprenticeship certification and a Diesel Technician diploma from NTC in just two years. This is a great new option to develop highly skilled employees in a timely fashion!

IN PROGRESS IN 2022

Three MORE Registered Apprenticeship programs for...

- Auto Technician
- Collision & Repair
- Service Writer

Workforce Development Partners

WATEA collaborates with many likeminded workforce organizations to help bring its initiatives to life. The following partners worked closely with WATEA in 2021 to improve the workforce environment across Wisconsin:

- Central Wisconsin Manufacturing Alliance (CWIMA)
- Forward Service Corporation CARE Network
- Foundation of Wisconsin Automobile & Truck Dealers Association (WATDA)
- I-CAR, North Central Region
- Joseph Project Wausau
- North Central Wisconsin Workforce Development Board (NCWWDB)
- WI Department of Workforce Development (DWD)
 - » Bureau of Apprenticeship Standards
 - » Fast Forward Program
 - » Job Center of Wisconsin
- WI Department of Corrections
 - » Windows to Work Program
- Wisconsin Repair Collision Professionals (WCRP)

See the W2W Advisory Committee on Page 1 for additional key community partners



Scholarships & Recognitions

Scholarships & Tuition Support

2021 College Scholarships Program

In 2021, WATEA awarded **\$12,000** in scholarships to five students from across central and northern Wisconsin to support their enrollment in transportation training programs:

- Ryan Durante, Collision/Repair
- Dawson Heckendorf, Diesel Mechanic
- Shane Morris, Auto Technician
- Jacob Yanich, Auto Technician
- Ethan Young, Auto Technician

Scholarships are awarded in partnership with the Foundation of the Wisconsin Automobile & Truck Dealers Association (WATDA).

For more information about this scholarship program, visit www.watda.org/scholarship.

Auto Academy Pathways Dual Credit Program

NEW IN 2021!

WATEA paid **full tuition** for the inaugural 2021-22 Auto Academy class. Four seniors from DC Everest and Wausau East high schools were able to enroll in this new program at NTC at **no cost to the student or school districts** thanks to WATEA's financial support.

SUPPORT OPPORTUNITY FOR 2022!

WANTED: Sponsors/funding to help cover tuition costs for the 2022-23 class. This additional support will enable to program to expand to include more schools from across the region. Contact WATEA for details!



Scholarships & Recognitions

Awards & Recognitions

2021 Annual Meeting Awards

- **2021 Friend of Industry – Dr. Lori Weyers,**
Northcentral Technical College
 - » *Recognizing with Appreciation the Many Years of Supporting the Transportation Industry*
- **2021 Making the Difference – Dan Becker,**
Advance Auto Parts
 - » *Awarded For Your Loyal Dedication and Unwavering Commitment. Thank You for Your Outstanding Contributions Towards Our Goals, and For Making Our Organization Stand Above the Rest.*



2021 Brad Peck Educational Excellence Award

This annual award is presented in recognition of scholarship recipients who embody Dr. Brad Peck's passion for pursuing educational excellence and his dedication to supporting the transportation industry workforce.



Winner: Dawson Heckendorf,
Northcentral Technical College

HISTORY: Dr. Brad Peck retired as the Wausau East High School principal in 2020 after spending 30 years as an educator. During his tenure, he supported significant expansions in the district's automotive education & training programs and was an enthusiastic workforce partner for WATEA and its members

Community Engagement

Wheels to Work



Since 2010, Wheels to Work (W2W) has helped more than 300 low-income clients obtain or repair a vehicle so they can get or keep a job. Qualifying applicants receive affordable, 0%-interest loans with payment plans that fit within their budgets so they can fix their current vehicle at discounted rates or obtain a new-to-them vehicle from WATEA's donated vehicle inventory.

Community organizations partner with WATEA to ensure applicants are connected to key resources & information. In addition, regional businesses and educational partners offer discounted rates for vehicle parts and labor, keeping repairs affordable and maximizing the program's impact.

W2W By the Numbers (2021)

- Donated Vehicles Awarded8
- Client Vehicles Repaired8
 - » **Total Job Access Loans** **16**
- New Applications Processed 65
- Clients Approved for Loans 15
- Clients Who Paid Off All W2W Debts 26
- Vehicles Donated7
- W2W Program Funding
 - » *WETAP Federal/State DOT Grant* \$88,000
 - » *United Way Community Partners Grant* .. \$16,000
 - » *Other Grants/Donations* \$500
 - » *In-Kind Labor Match Discounts* \$10,000
 - » *In-Kind Parts Match Discounts* \$7,500



Community Engagement

Wheels to Work

W2W Client Success Story

“Nate” came to Wheels to Work as a single father motivated to provide a better life for his son. He was taking steps to overcome the consequences of poor decisions made in his youth and had recently enrolled in college while also working part-time; this effort was made more impressive by the fact that he had to overcome some debilitating health issues to be successful. When he initially applied to W2W, he was trapped in an unhealthy relationship in part because he relied on his significant other’s vehicle to get to and from work. After working hard to quickly complete the steps to get approved for a vehicle award loan, Nate was able to utilize WATEA’s Commute2Careers shuttle to get to his second shift job every day and received taxi vouchers from WATEA’s Wheels to Work program so he could get home every night without incurring any additional expenses while waiting for a vehicle to become available. This assistance enabled Nate to eventually get out of the bad relationship and into a healthier, independent situation. Nate received a vehicle in Spring 2021 and now frequently brings his young son with him to make his monthly payment, thus passing on the lesson of prioritizing financial responsibility to the next generation.

Key W2W Program Supporters

In addition to the priceless contributions provided by the W2W Advisory Committee volunteers (see P. 1), WATEA appreciates the support provided by the following businesses and organizations who contribute their time, expertise, staff, and in-kind discounts to keep this program running:

- Advance Auto Parts
- Brickner’s of Wausau
- DC Everest School District
- Fred Mueller Automotive
- Griesbach Auto Service
- Kocourek Auto
- Motors Service & Supply
- Olson Tire & Auto Service
- Olson Auto Body & Paint
- Northcentral Technical College
- Wausau School District
- Yaeger Auto Salvage



Community Engagement

Commute2Careers



Commute2Careers

Commute2Careers (C2C) was a regional employment shuttle that ran from June 2019 through December 2021. The C2C program was created by WATEA using a DWD Fast Forward grant to provide a new transportation solution to individuals living in central and northern Wisconsin who were otherwise prevented from accepting a new job due to transportation barriers. Its target audience was low-income individuals who had been offered a “living wage” position that would enable them to get and/or remain out of poverty. Riders could pay just \$5/trip and use the program for up to 12 weeks while developing a more permanent transportation solution.

C2C By the Numbers (2019-2021)

- Helped **79** unique riders access **95** different jobs
- Rider Referral/Payment Sources:
 - » Joseph Project 30
 - » Cash/Self-Pay 25
 - » Crystal Finishing 14
 - » Wheels to Work 10
 - » Dept. of Corrections. 3
- Rider Origin Areas:
 - » Wausau 62
 - » Antigo 8
 - » Merrill 3
 - » Mosinee 3
 - » Weston 2
 - » Rothschild 1
- Reasons Riders Discontinued Services:
 - » Positive. 40% (got/repaired vehicle, found carpool, got license)
 - » Unknown/Neutral 20% (stopped responding, reached time limit)
 - » Negative. 40% (lost/quit job, moved, refused to pay)
- Individual Trips Provided 2,473
- Number Days Trips Provided. 515
 - » NOTE: C2C was paused due to COVID from April-Sept 2020
- Total Miles Driven 61,708
 - » Averaged 60 miles/day/van
- Unique Employers Served 37
 - » NOTE: Some riders went to multiple businesses
- Number of Employees Transported to Each Business:
 - » Crystal Finishing 20
 - » Kolbe & Kolbe 12
 - » Gordon Aluminum 8
 - » Wausau Tile 6
 - » Eastbay Warehouse. 6
 - » Oldcastle Building Envelope 5
 - » All other businesses had 2 or fewer employees use the shuttle

Community Engagement

Commute2Careers

C2C Client Success Story

In May 2021, the Dept. of Corrections asked C2C to help a parolee living in Merrill to get to some job interviews in the Wausau area. After “Marty” was successfully hired, he continued using the C2C service until August, at which time he received a vehicle through WATEA’s other transportation assistance program, Wheels to Work (W2W). This combination of support from both C2C & W2W allowed Marty to establish himself in a new job while securing a long-term transportation solution. In addition, he also leveraged his new financial stability to begin the process of purchasing his rental property so he could transition from renter to landlord. By the end of 2021, Marty was still working for the same employer, remodeling his home, and enjoying the freedom he had achieved to move his life forward in a new, positive direction.

Looking Forward with C2C

In 2022, WATEA will be expanding the C2C shuttle service through a partnership with Mid-State Technical College. C2C will provide transportation to all of MSTC’s campuses across the Portage, Wood & Adams County region. This expansion was made possible thanks to the Wisconsin WEDC and DWD’s Workforce Innovation Grant program.





Membership & Sustainability

Fore the Road Charity Golf Event

As WATEA's only annual fundraiser, the Fore the Road Charity Golf Event enables the organization to accomplish all its important workforce objectives. Funding from this event goes towards student scholarships, training program development & support, and W2W vehicle repairs.

Fore the Road in 2021!

- Held Friday, July 30, 2021 held at Greenwood Hills Country Club in Wausau
- 36 teams competed in a sold-out golf tournament during the day
- More than 350 attendees enjoyed food, drinks, and networking during the popular evening reception
- **Vic Ferrari** entertained the crowds all night long
- This event was made possible with the help of more than **4 dozen volunteers** over the course of two days!



2021 GOLF OUTING WINNERS!

New Vehicle Raffle	Tou Fue Her
Grand Prize Cash Drawing	Chad Bergstrom
Scratch Tournament	Wausau Smiles Team
Blind Bogey Tournament	Motors Service & Supply Team
Putting Contest	Michael Bautsch

Membership & Sustainability

Fore the Road Charity Golf Event

The Sponsors Who Kept WATEA Running in 2021

WATEA was supported by more than 75 unique sponsors who helped the organization raise almost \$97,000 to sustain its initiatives – a new record! And this was in addition to the more than \$12,000 raised by the popular Fore the Road New Vehicle Raffle – a combined total of over **\$100,000** raised in 2021!

Presenting Sponsor 	Diamond Sponsor 	Media Sponsors 	Firework Sponsor 	
Platinum Sponsors 		Gold Sponsors 	Volunteer Sponsor 	
Exclusive Hole Sponsors 	Bloody Mary Bar 	Course Sponsors <ul style="list-style-type: none"> • BRB Auto Body • CLA • Culver's • Furniture & ApplianceMart • Jim Kryshak Jewelers • JX Truck Center • Pro-Automotive Images LLC • Stifel • The Portage County Bank • Urban Construction Company • Wausau Awards & Engraving • Wausau Buyers' Guide • Club X to C Golf Course & Restaurant 		
Live Scoring Sponsor 	Putting Green Sponsor 	Driving Range Sponsor 	Lunch Sponsor 	
Cannon Hole Sponsor 	Golf Cart Sponsor 	Registration Sponsor 	Reception Sponsor  Tony & Jenny Sweeney	
Health & Wellness Sponsor 	Porta Potty Sponsor 	Fore the Road Vehicle Raffle Dealership Sponsors 		
Coffee & Bottled Water 	Beverage Station 			Beer Tent Sponsor 

Membership & Sustainability

WATEA Membership

WATEA's members are what drives the organization to succeed! In 2021, WATEA's membership grew by more than 20% while retaining 97% of its membership from 2020. With the support from the following organizations, WATEA was able to achieve many key accomplishments in all its target areas – workforce development & training, scholarships & recognition, community engagement, and membership support.



Thank You to WATEA's Members in 2021!



* Affiliate Membership Level

Membership & Sustainability

WATEA Membership



Working With WATEA

As a WATEA member, you are a part of the solution to improve and sustain the transportation workforce pipeline across Wisconsin. Your membership:

- Supports WATEA's efforts to inform students & the general public about the education, training and resources needed to meet the industry's ever-evolving needs
- Enables WATEA's staff and Board to take action to develop and sustain a thriving transportation industry workforce pipeline; and
- Contributes to the sustainability of key community support programs like Wheels to Work and Commute2Careers

Benefits of WATEA Membership

As a WATEA member, you receive:

- **Enhanced Access to New Employees and Workforce Programs**
 - » *Get 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 transportation 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 trainings 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 the Commute2Careers job transportation shuttle program. These programs help low-income residents access jobs, gain stability, and get their lives back on track.*
- **...AND MUCH MORE!**

Membership & Sustainability

WATEA Membership



Become WATEA's Newest Member Today!

Ready to join? Sign up using one of the below easy options and get your company on the road to a better workforce!

STEP ONE: Pick Your Membership Level

- Regular Membership: \$297/year
- Affiliate Membership: \$100/year
 - » *Reserved for individuals, institutions, organizations or associations outside of the transportation industry who want to demonstrate their support for WATEA's mission.*

STEP TWO: Choose Your Registration Method

- **Option 1: Register Online!** Visit <https://watea.square.site/shop/membership/3> to quickly register and pay online.
- **Option 2: Request an Invoice:** Email admin@watea.org or call (715) 581-9283 to request an invoice.
- **Option 3: Mail In Your Registration:** Fill out the below information and mail it (or a copy) with your payment to WATEA, 617 Forest Street, Wausau, WI 54403

New WATEA Member Registration Information

Organization Name: _____

Primary Contact Person: _____ Title: _____

Email Address: _____ Phone: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Authorizing Signature: _____ Date: _____

THANK YOU! *Your support benefits all of WATEA's programs and initiatives, including training opportunities for new & incumbent workers, scholarships for individuals in transportation sector training programs, local high school and college automotive programs, the Wheels to Work program, and so much more!*



DRIVING THE TRAINING THAT KEEPS YOU RUNNING!

Website: www.WATEA.org

Phone: 715-581-9283

Email: admin@watea.org

Office: 617 Forest Street
Wausau, WI 54403

