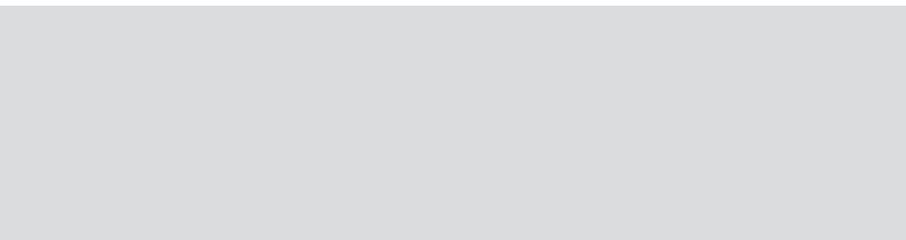




2022-2023 WATEA UPDATES

**DRIVING THE TRAINING
THAT KEEPS YOU RUNNING!**



Letter from 2023 Co-Chairs

As we reflect on 2022 and 2023, two themes emerge: growth with challenges and thank you. Your support and partnership, as always, tops our list of items we are most grateful for. As we look back over the past two years, we could not have accomplished any of what we have without you, and that is HUGE!

2022 started off with receiving The Small Business of the Year award- a true testament to the commitment and compassion of our partnering agencies, our financial supporters, our volunteers, and our staff! WATEA is a critical driving force for good in our community! It hasn't always been easy. We've adjusted through our processes and made what seem to be mountainous decisions; the result of all that effort is undeniable.

Earlier this year our extremely competent and almost fearless executive director, Sara Guild, saw an opportunity at a partnering technical college and accepted a position there. The good news is, that partner (Mid-State Technical College) is still working with us in a shared grant delivery model for the Commute to Careers Program. WATEA was able to coordinate the logistics to accommodate both of us using her talents to maintain the delivery of the grant outcomes.

The full board, Jerry, Kent and Cory want to publicly thank Sara Guild for the almost four years of service and growth to our organization. Many of our policies and procedures are now better documented and organized thanks to Sara's energy and organizational skills; she led our organization with tremendous insight, excellent vision, and accomplished networking skills.

After an extensive search, we were able to find a talented replacement to take over the leadership position as our new executive director. We welcome Amy Yessa to that role. Amy is equally energetic and driven to help us succeed, and she comes from within our industry with experience that can't be easily taught; we are excited to have her taking the reins. Her first day began with a little over three weeks to coordinate the finishing touches on our annual golf fundraiser: with Sara's continued help, the help of countless hours of our volunteer board and many of you, and Amy's energy, we were able to pull off another annual fund-raising masterpiece. Our streak of having perfect weather for our event finally came to an end. We battled thru a power outage, and a hailstorm (both on the night of the set up) and then two different downpours of copious amounts of rainfall....but for some of us, that just let the adage of "fire at the flags" work a little better with the soft conditions. Amy and all our volunteers were amazing and as co-chairs we thank you.

As an organization, we also faced significant challenges to many of our initiatives to help with the recruitment pathways for our businesses. We were able to work together with NTC and the State of Wisconsin to launch a new Diesel Technician Registered Apprenticeship model. While trying to accomplish similar pathways and tracts for the Service Advisor, Auto Technician, and Collision Technician apprenticeship programs we ran a bit around with the apprenticeship board. We as an organization were unable to develop or coordinate a pathway that seemed to mesh at this time. But we still hope to revisit that at some point in the future.

We were able to accomplish continuing our Collision Technician program, which has now successfully graduated and increased our worker pool of talent by over thirty-five students. We continue to develop and improve the offerings of this program with the intention of eventually having one of the technical colleges in our area take this program up to full academic and program development. NTC and Wausau School District have been very positive in their support for that through these initial cohorts.

Our initiatives in attending and supporting career education events have remained steadfast and our NASCAR Pit Stop simulator has been a big hit at these events. We hosted another spectacularly attended student engagement Career Night at one of our local dealer partners with rave reviews. We continue to manage and provide assistance with our other community organizations to provide real impact relief in our Wheels to Work and Commute To Careers programs. Despite the hurdles that are often faced by community driven and supported programs, we are confident that they are making a positive impact on the lives of the individuals and families they are designed to help.

The question is where do we go from here?

We see glimpses of the future all around us. We see it in the steady interest in transportation related careers. We see it in the continual ringing of the phone with Wheels To Work inquiries. We see it in the strengthening of relationships with so many community partners and members!

Whether it be through volunteer time at our annual golf outing fundraiser, the annual transportation career expo, or various other events we participate in, we need each and every one of you that is reading this! Let's ALL think big, **ACT**, and make 2024 the biggest and best year yet!

We know the vision of growth, continuing to strengthen relationships, and reaching more people than ever is attainable if we work together. Are you with us?

With Sincerest Appreciation,

2023 WATEA Co-Chairs



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



Cory Heckendorf
Swiderski Equipment Inc.
Store Manager

We have been working hard:

WATEA and its members...

- Raised \$45,000 to put 10 new students through the updated Auto Collision Fundamentals Certificate program in collaboration with Northcentral Technical College in 2022; Starting new cohort in October 2023
- Gave an additional \$9,000 in college scholarships to three students pursuing transportation-related career paths
- Held the popular Transportation Careers Expo, where close to 100 students & guardians learned about the great job opportunities available in the transportation industry
- Kicked off a new Diesel Mechanic Registered Apprenticeship program with the DWD & NTC
- Won 2022 Small Business of the Year (Non-Profit) from the Greater Wausau Chamber of Commerce
- Provided 13 zero-interest Job Access vehicle award loans and 5 zero-interest Job Access vehicle repair loans to our Wheels to Work clients
- Launched a revamped Commute2Careers shuttle program in partnership with Mid-State Technical College, that have already served over 100 students
- Increased membership by 90% over the course of the last five years
- Raised over \$73,000 for scholarships & programming at the Fore the Road Charity Golf Event
- Attended 15 different career fairs & workforce events to promote the industry

.....And we are energized and ready for an even bigger year in 2024!



Current WATEA Members

Abbyland Trucking, Inc.	JX Truck Center	Patriot Auto Repair LLC
Advance Auto/Carquest	Karl's Transport CDL Training School	Pat's Auto Body
AkzoNobel	Kerber Rose	Prochnow Transport Inc.
Auto Select, Inc.	Kocourek Chevrolet	Quality Paint & Body
BRB Auto Body	Kocourek Subaru	Schierl Inc
Brickner Motors, Inc.	Kriete Truck Centers	Stewart Ave Collision & Repair
Brickners Park City, Inc.	Langlade Ford Inc	Sutton Transport
Brickners of Antigo & RV Center	Menke Automotive	Swiderski Equipment Inc
Brickner's of Wausau	Merrill Steel	Toyota of Wausau
Bull Falls Harley-Davidson of Wausau	Mid-State Technical College	UniFirst
Car Connection Central LLC	Mid-State Truck Service	Wausau School District
County Materials	Motors Service & Supply	West Side Automotive Service
Crystal Finishing Systems	NAPA Auto Parts	Wheelers Family Auto Group
DC Everest School District	Northcentral Technical College	Wipfli LLP
Diesel Forward Inc	O'Malley Automotive Inc.	Wisco Cooperative
Draxler Transport, Inc.	O'Reilly Auto Parts	Wisconsin Kenworth
ECP INC. / Auto Armor	Olson Auto Body & Paint	Wooster's Garage
E.L.M Repair & Refrigeration	Olson Tire & Auto Service	Yachs Body & Custom
Griesbach Auto Service	One Way Collision Center	3M
Hunter Engineering		

Membership & Sustainability

Fore the Road Charity Golf Event

The Sponsors Who Kept WATEA Running in 2023

WATEA was supported by more than 120 unique sponsors who helped the organization raise almost \$116,000 to sustain its initiatives – a new record! And this was in addition to the more than \$22,000 raised by the popular Fore the Road New Vehicle Raffle – a combined total of over **\$138,000** raised in 2023!

Presenting Sponsor 	Diamond Sponsor 	Media Sponsors 	Firework Sponsor 
Platinum Sponsors 	Gold Sponsors 	Volunteer Sponsor 	Lunch Sponsor 
Exclusive Hole Sponsors 	Golf Ball Sponsor 	Course Sponsors <ul style="list-style-type: none"> • 89Q FM • Club X to C Golf Course & Restaurant • Culver's • Furniture & ApplianceMart • Grebe's • Jim Kryshak Jewelers • JX Truck Center • Ken Colden Enterprises • LocalIQ • Peoples State Bank • Pro Automotive Images • River Valley Express • Stifel (The Koss WM Team) • The Portage County Bank • Urban Construction Company • Wickersham Jewelry 	Bloody Mary Bar 
Live Scoring Sponsor 	Putting Green Sponsor 	Driving Range Sponsor 	Reception Sponsor 
Cannon Hole Sponsor 	Golf Cart Sponsor 	Registration Sponsor 	Band Sponsor 
Raffle & Auction Tent Sponsor 	Porta Potty Sponsor 	Fore the Road Vehicle Raffle Dealership Sponsors 	Beer Tent Sponsor 
Coffee & Bottled Water 	Beverage Station 		



EXPLORING TRANSPORTATION AT D.C. EVEREST

- **DCE Middle School:** All students explore the transportation/distribution/logistics pathway by designing, building and racing a CO2 dragster
- **DCE Junior High:** All students can select a Transportation Technology elective
- **DCE Senior High:** Offers six TDL-related elective options:
 - Consumer Car Care
 - Automotive Support Systems
 - Automotive Powertrain Systems
 - Auto Service Fundamentals DE
 - Small Engines
 - Power Sports

BY THE NUMBERS

- During the 2023-24 School Year, **285** DCE Junior and Senior High students will participate in one or more TDL courses
- During the 2022-23 School Year, **7** students participated in the Youth Apprenticeship program in the TDL Pathway
- **ONE** DCE 2023 graduate earned the WATEA-sponsored Automotive Collision Certificate.



REAL WORLD LABS

The DCE Auto Tech lab can easily house six cars and a semi at one time and is outfitted with multiple tire changers, an alignment machine, a hydraulic tube bender for custom exhaust repairs and diesel repair equipment.



EXTENSIVE OPPORTUNITIES

Students in grades 6 - 12 are provided hands-on learning opportunities in the classroom that build awareness of TDL pathways. Grade 6-9 students also can tour the Auto Tech labs and visit with current DCE Senior High students.



COMMUNITY PARTNERS

Robust community partnerships provide students with youth apprenticeship/internship/job shadow experiences, as well as opportunities to host public car shows and work with local TDL mentor experts.



Wausau School District TRANSPORTATION PATHWAY

AUTOMOTIVE ■ AUTO COLLISION ■ DIESEL TECH



- 8,000 Square Foot State of the Art Facility
- Veteran Instructor Mark Poppe: Auto Mechanics Instructor, Technical College Dual Credit Instructor, and Technology Education Department Chair
- Dual Credit Agreements with Northcentral Technical College and Fox Valley Technical College
- Strong Partnership with the Wisconsin Automotive and Truck Education Association (WATEA)
- Auto Career Expo Partnership with NTC, WATEA, and Brickner Family Auto
- East High School is the Current Home for Northcentral Technical College Auto Collision Program
- Diesel Mechanics and Auto Body and Collision are taught in our classes

TRANSPORTATION COURSES OFFERED IN THE WAUSAU SCHOOL DISTRICT:

- Introduction to Power Mechanics
- Auto Awareness
- Occupational Mechanics I
- Occupational Mechanics II



For more information please contact:

Jon Winter ■ Career & Technical Education Coordinator ■ 715-261-0568 ■ jwinter@wausauschools.org

2022-2023 HIGHLIGHTS

Transportation Programs

- Automotive program is Automotive Service Excellence (ASE) certified, and graduates get credit towards their ASE work experience - Reaccreditation Fall 2023.
- Diesel program ASE initial accreditation - Fall 2023.
- Signed training agreement with Peterbilt Motor Company - Dealer Sponsored Vocational Programs.



Mid-State Technical College Shuttle Service in Partnership with Commute2Careers

- 100 students have received at least 1 shuttle ride since the program started on August 21, 2022.
- 30 students have been frequent shuttle users, meaning they used it at least once per week for half a semester or more.



Fall 2023 Semester

- Shuttles are averaging 10 riders/19 trips per day and 18 riders/70 trips per week.
- Total one-way trips = 1,128 (including field trips).
- Vans are driving an average of 2,975 miles/week.
- In addition to the 4 main campuses, students have been transported to/from stops in Big Flats, Nekoosa, Auburndale, the UW-Stevens Point university housing, the Healthcare Simulation Center (Aspirus Riverview), Marshfield Clinic, and a culinary class field trip.



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Mid-State does not discriminate on the basis of race, color, national origin, sex, disability, or age in its program, activity, or employment. The following person has been designated to handle inquiries regarding the nondiscrimination policies:
Vice President - Human Resources; 500 32nd Street North, Wisconsin Rapids, WI 54494; 715.422.5325 • AAEO@mstc.edu. 2/2023

MID-STATE
TECHNICAL COLLEGE

INDEMAND

Program Updates | WATEA Annual Meeting 2023

AUTOMOTIVE TECHNOLOGY

- 18 first semester students, 5 third semester students, and 7 flex students currently enrolled.
- Full program review and refresh ongoing as part of our Transportation 4.0 initiative.
- Continuing to explore Apprenticeship possibilities with industry feedback and support.

AUTO-COLLISION FUNDAMENTALS

- Flexible, part-time schedule. We are currently planning for another cohort of 10 students starting this Fall.
- Now entering our third cohort of the program with 35 successful students over the last 2 years.
- Run in partnership with WATEA, and Industry & K-12 partners.

For more information, contact Iain Cameron, Dean of NTC's School of Engineering + Advanced Manufacturing: cameron@ntc.edu

DIESEL TECHNOLOGY

- 21 First Semester students enrolled.
- Creating a Certified Pre-Apprenticeship (CPA) for 5 Dual-Credit classes taken by high school students (the CPA to allow high-schools to qualify for CTE grant funding for students successfully completing it, providing additional High School funding).
- Diesel Apprenticeship program running and is first of its kind nationally.

For more information, contact Dr. Greg Cisewski, Dean of NTC's School of Agriculture, Utilities + Transportation: cisewski@ntc.edu

CDL

- 106 Class A students and 10 Class B students completed over the last year.
- New accelerated Class B program – Now completed in 3 weeks.
- Expansion of our Merrill Public Safety Center of Excellence is ongoing to allow multiple CDL classes simultaneously.
- Driver refresh and Hazmat courses available, and School Bus Driver Training in development.

For more information, contact Shane Heilmann, Dean of NTC's School of Public Safety: heilmann@ntc.edu

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

- \$349 for single membership
- \$329 each for two or more rooftop businesses under the same ownership
- \$299 for three or more rooftop businesses under the same ownership

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

