

Wisconsin Automobile and Truck Dealers Foundation
150 E. Gilman Street
Madison, WI 53703

For Immediate Release

“Wisconsin’s Future Transportation Workforce”

WATDA Transportation Career Showcase May 20, 2022

There is a solution to the current and future demand for a skilled automotive, collision, and diesel workforce. The statewide technician talent shortage is real. Wisconsin dealerships are facing historic technician shortages in automotive, collision, and diesel positions. Fewer students are pursuing a technician career, and dealerships are reporting increasingly shallow application pools for most positions. Addressing these shortages, while attracting, developing, and retaining top talent, is one of the most critical issues facing the industry.

On May 20, 2022 approximately 20 dealerships will be on display with cars, trucks, RVs, motorcycles, and semis presenting all segments of the transportation industry in Wisconsin. This event will take place outside at Mukwonago High School and offer interactive activities for the students. There will be more than 12 schools attending bringing 1,200+ students to learn about the transportation industry.

“Along with our dealerships, we are excited to engage and encourage students into noble transportation careers.” says Brent Kindred, WATDA Foundation Vice President.

The first school will be arriving at 7:30 a.m. on May 20 at Mukwonago High School, and the event will end at 1:30 p.m.

About the Wisconsin Automobile and Truck Dealers Foundation

Founded in 1991 the WATDA Foundation is a non-profit, 501(c)3 organization with the mission of supporting educational initiatives and ensuring Wisconsin has a highly skilled transportation workforce. The Foundation is integral in supporting both high school and technical college transportation programs. For more information, visit: <https://www.watda.org/foundation.html>