

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

For Immediate Release

## **Wisconsin Ford Dealers Announce \$1 Million Donation to Support Students Pursuing Technician Careers**

There is a solution to the current and future demand for skilled transportation technicians. The state and national technician talent shortage is real. Dealerships and shops are facing historic shortages. Wisconsin Ford dealers have stepped forward and invested \$1 million to help meet the demand for high-skill, high-wage, and high-demand technicians. The scholarship program will make a significant difference bringing industry awareness and ultimately helping young technicians on their educational journey.

“I want to commend the Wisconsin Ford Dealers for taking this bold action to help solve the technician shortage. This money will go a long way reducing barriers for students pursuing an automotive or collision repair technician career.”, said Brent Kindred, WATDA Foundation Vice President. “I am excited to work collaboratively with the Ford Dealers and help welcome the next generation of diverse technicians into the industry.”

The Ford Automotive Technician Scholarship program is open to Wisconsin students pursuing an education at one of the state’s 16 technical colleges. This needs-based scholarship is applied to the student’s college tuition account.

“Ford Dealers across the state are proud to partner with the Wisconsin Automobile and Truck Dealers Foundation. They have decades worth of credibility administering scholarships to young technicians and being a great partner for the entire industry,” said Will Dorsch, Dorsch Ford, Green Bay, WI.

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### **About The Wisconsin Automobile and Truck Dealers Foundation**

Founded in 1992 the WATDA Foundation is a non-profit, 501(c)3 organization and is a Wisconsin transportation talent gap solution. It is our mission to support schools, teachers, and students pursuing technician careers. And thanks to the generosity of its donors, it annually awards more than \$700,000 in scholarship packages to people pursuing the technician profession in Wisconsin.

<https://www.watda.org/foundation.html>