2021 Annual Report

High School Tech Students from Las Vegas, NV
LETTER FROM OUR CHAIRMAN

Restored. That’s the word for our 2021 success of exceeding the annual fundraising goal and renewing 100% of our corporate partnerships thus returning to pre-pandemic financial status. We closed the year generating $4.49 million in revenue to a budget of $3.7 million, awarding $1.3 million in scholarships & grants to a budget of $1.1 million, and building our net assets to $4.5 million. We are grateful to all of our amazing donors!

Another 2021 milestone was the launch of the TechForce Network, our online career platform that connects students and working techs to the resources needed to explore and pursue the technician profession. Since expanding TechForce’s vision in 2016 beyond scholarships and grants to solving the technician shortage, we recognized the need to wrap technology and measurement around everything we do. The TechForce Network is now the conduit through which TechForce delivers its mission and programs.

The TechForce Network engages GenZ future techs the way they want to interact, aka: smartphones, gamification, and information at their fingertips. The Network captures students interested in the career path, supports them throughout their journey, and measures success in driving technicians from pipeline to placement. Having the technology to support our amazing staff in delivering the TechForce promise is a game changer. We continually add and refine its features, and have a team dedicated to audience engagement. Thank you again to our Early Adopters who invested early and continuously in this TechForce vision.

Another key effort in 2021 was our diversity, equity and inclusion (DEI) initiative, including the launch of a national DEI Advisory Council and the creation of the Women Techs Rock video series. DEI is a top priority, as it is critical that TechForce provides leadership to diversifying the technician workforce. We’re thrilled that 30% of our current Network users are women!

We are proud of our 2021 accomplishments, and look forward to achieving the audacious goals our Board of Directors has established for 2022, including a revenue goal of $5M and 25,000 students and working techs in the Network. The gavel passes to our new 2022 chairman, Angie Babin, vice chairs of Kim McCullough and John Heenan, treasurer David Ellis, secretary Jennifer Maher, and me, serving as the immediate past chair.

I am grateful for the opportunity to have served a 2-year term as TechForce’s chairman of the board, even though Covid provided quite the roller coaster ride. Through it all, TechForce stayed focused on helping students navigate the confusing and often blurry path of achieving their technical education and professional technician career goals.

It is because of you, our generous donors, that our mission is possible. You understand that career exploration and workforce development are charitable causes worthy of philanthropic and industry support. Thank you for providing us the funding, in-kind products and services, media and marketing channels, and volunteerism needed to achieve success.

Chris Blanchette
TechForce Board of Directors, President/Chairman 2020-2021
VP Strategic Store Operations, Advance Auto Parts
Conor says, “Pursuing a technical education has set part of the foundation of my life. I started working on classic Fords from day one with my family. Later things got difficult and we were very poor. When I was 13, I worked doing oil changes, brakes, and cleaning to help pay the bills. When I was 14, I moved to a dairy farm and it changed my life. I did all sorts of dirty jobs, but my favorite was the shop where we worked on the equipment. I became the neighborhood mechanic.”

After high school, Conor joined the Navy where he got to work on airplanes. Unfortunately, he shattered his ankle. He says, “I was put in a limited-duty status that didn’t allow me to do my job, so I turned back to flipping cars to make extra money.” Now on an honorable medical discharge, and a father of three with a fourth baby on the way, he’s had multiple surgeries including one that resulted in having it fused. “That still didn’t stop me from working on things,” he writes. “Mechanics has always provided me with joy and an ability to combat depression. I love turning on music and wrenching on anything. The sense of accomplishment when the job is done makes me feel great.”

Last year Conor decided to pursue his passion and started his technical education and discovered TechForce, joined the Network and received a relocation grant through the Veterans At Work: Military Transition Fund – Sunstate Equipment grant. This helped Conor and his family move near school. Conor says, “It’s great that TechForce is bringing awareness to the industry. There are so many other technical options and opportunities for people who aren’t interested in going to a traditional college. TechForce has been really helpful with my education and their Network is an excellent resource with a great community of industry people, tutorial videos, upcoming events, and even fun things like trivia.”

TechForce was able to help connect Conor with Sunstate Equipment and now he’s a Sunstate employee. Conor says, “I am excited for the chance to work at Sunstate. There are so many opportunities for growth plus, they really appreciate and take care of their employees. I am very thankful to TechForce for helping me land this job. TechForce is an unbelievable free resource and it has been a big help throughout my entire process from school to career. I will recommend TechForce to other people and I’ll definitely keep using its Network while I finish my education and throughout my career.”
Scholarships & Grants

$1.3 MILLION AWARDED IN GRANTS & SCHOLARSHIPS

805 AWARDS GRANTED

82 SCHOOLS SUPPORTED

32.5%

Auto/Diesel & Diesel

51.3%

Automotive

11.2%

Motorcycle

5%

Collision Repair, Marine, Welding & CNC

SCHOLARSHIPS & GRANTS

—Scholarship/Grant Student Retention—

88.7% scholarship student retention rate —
10% increase over prior year

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82 SCHOOLS SUPPORTED

32.5% Auto/ Diesel & Diesel

51.3% Automotive

11.2% Motorcycle

5% Collision Repair, Marine, Welding & CNC

11.6% WOMEN

16% VETERANS

88.7% scholarship student retention rate —
10% increase over prior year
Alejandro is excited about becoming an automotive tech and he says, “I would like to tell you why the right path to success for me is being an automotive technician. Ever since I was a toddler I’ve always loved being around and working on cars. Throughout the years my passion for automobiles has grown even more profoundly. Before enrolling into a technical college and joining the Ford ASSET program, my skills, knowledge, and understanding of how a vehicle works were dismal. Although I haven’t had much experience with cars, that didn’t stop me from attempting to do my own oil change, and I quickly learned why choosing the right tool for the job is important. That’s why I decided to join the Ford ASSET program. To me, a technician is somebody who follows the specifications in shop manuals such as torquing the bolts to the right specification and not just ‘good and tight’. I want to learn the proper way to not only diagnose, but to be able to perform repairs that are up to the standards of a major automotive manufacturer. After just two quarters in school I have greatly improved my confidence in working on a vehicle but also my knowledge and hand skills. I am dedicated to graduating from technical school and becoming a technician. I have seen what a well-trained technician can do on a race track, when it comes to safety and making sure that a car can consistently perform. There are no cutting corners!”

Alejandro’s passion for automotive fills his free time. If he is not in school, he’s at work trying to get as many hours and experience as he can. Alejandro says, “My parents aren’t able to financially support me in my pursuit of a better career. I’ve paid out of my own pocket for tuition. I have been able to stay on top of my grades and maintain focus on my education.”

Alejandro’s dream is to one day open up his own shop. He says, “I want to just be a manager/owner that doesn’t know how to repair or diagnose a vehicle. Being a well-trained automotive technician would allow me to have the necessary skill set to work and to follow my dreams.”

Alejandro is paying for his own education and is only able to work 20 hours a week due to his school schedule. A Ford ASSET Accelerate Tuition Scholarship provides financial assistance so that Alejandro can continue his education and pursue his dream career in automotive.
TechForce Network
Unveiled in 2021

The TechForce Network is by far the organization’s most ambitious initiative to date. The new online career platform has allowed for expanded delivery of content as well as additional avenues for students to access scholarships and workforce development resources. It engages GenZ future techs the way they want to interact - smartphones, gamification, and information at their fingertips. The TechForce Network is now the primary conduit through which TechForce delivers its mission and programs.

LAUNCHED
April 2021

Nearly 8,000 users
in first nine months

30% FEMALE USERS
180 ACTIVE SCHOOLS

6 Celebrity Influencer Promotions

ENGAGING CONTENT

439 Trivia Questions
190 Articles and Videos
154 Events

60 Trainings
15 Contests
Monica is very passionate about the technical industry. It will be exciting to use my past experience, skills and technical aptitude while I learn how to operate machinery. I feel like this is a winning combination that will give me the tools and experience to be successful in the CNC industry.

Working toward her future while balancing the responsibilities of being a single mother definitely has its challenges. Monica says, “As a mother of two loving boys ages 10 and 8 years old, I’m determined to never give up and finish my education. It hasn’t been easy, I’ve struggled with things like being able to find affordable child care. I work 60-plus hours a week between school and my job, and yet I try to spend quality time with my children and be involved in their education. My decision to attend technical school has been a great one. It’s helped me maintain focus and solidified my determination to finish my education so that I can provide a better life for me and my children while doing something I love.” Monica is proud to show her sons that with hard work, you can accomplish your goals.

As a single mom working a part-time job while attending school, Monica struggles financially. Thanks to donations from TechForce supporter UTI, Inc., Monica received a scholarship which has made life a little easier in pursuing her technical education and dream career.

“I’ve always been a team player and like working with others. I’m excited to be able to share my experience and knowledge in a classroom to help them reach their goals.”
Diversity, Equity and Inclusion Initiative

- Expanded our commitment to Diversity, Equity & Inclusion
- Established our national Diversity, Equity & Inclusion Advisory Council
- Launched the weekly Women Techs Rock interview series in July; shared interviews with 24 women technicians in 2021
- 30% of TechForce Network users are women
- Approximately 12% of TechForce scholarships were awarded to women
- 63% of all TechForce social media content in 2021 featured members of diverse groups, reaching nearly two million viewers and engaging more than 60,000 people. Of these posts:
  - 76% highlighted women
  - 43% highlighted Hispanic Americans
  - 42% highlighted African Americans
Be a Pathfinder

Be a Pathfinder is an annual, career exploration campaign that speaks to parents, counselors, teachers and influencers of youth across the country. The campaign reminds them that there’s more than one road to success and not every student needs to go to a 4-year university. Technical education and the skilled trades matter.

Parents and counselors tap resources to help young people discover an education and career that fits. Not everyone needs to go to a 4-year college. Technical education offers a viable pathway to rewarding careers.

Because I’m a Tech

Because I’m a Tech... is an annual, career exploration campaign that invites working techs to share with students, parents and counselors the benefits they’ve enjoyed in choosing the technician profession. From job security, compensation, work/life balance and the joy of helping people to the ability to live and work anywhere, and career advancement choices, these techs dispel outdated stigmas and share what it’s really like to be a tech today.

MARKETING RESULTS

- Reached 50% more people than last year – nearly 400 million
- Doubled the number of people who visited Pathfinder learning style quiz
- 124 social posts + press release
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- 210+ million people reached with 2,876 stories
- 113,000 video views (60% increase over 2020)
- 98,000 interactions with the campaign (229% increase over 2020)
- 9,300 visits to the Technician Career Guide
- 143 social posts + press release
FutureTechs Rock Awards

TechForce celebrates the student community of aspiring, next generation technicians. Nominate, vote and celebrate high school and post-secondary students enrolled in auto, diesel, collision, aviation, restoration, motorsport, marine, motorcycle, welding and EV training programs across the country who evoke passion, grit and commitment.

- **Tripled** the number of nominations
- **Doubled** the visits to campaign website
- Nearly **doubled** votes for Grand Prize Winner
- Approximately **2 million** news media impressions

T Techs Rock Awards Sets New TechForce Records

Each year, TechForce honors working technicians across all sectors who are full of passion, overcame incredible barriers to pursue the profession of their dreams, and who pay it forward in helping the next generation of technicians to thrive.

- Nominations from **all 50 states**
- **Tripled** the number of nominations
- **30% increase** in votes cast
- More than **doubled** prize values
- **Doubled** media impressions (news coverage) to nearly **3 million**

MARKETING GROWTH

- Nearly **doubled** our database of next-gen technicians
- More than **5 Million** Social Media Impressions
- **571,000** Video Views
- More than **6 million** impressions from donated advertising
- Nearly **8,000 new users** in the TechForce Network in nine months
- Nearly **2 Billion** Editorial Reach (people reading news coverage)
- More than **tripled** the number of Website sessions while nearly doubling the unique users.
Student Experiences: Grassroots — Hands-on

Young people don’t know what they don’t know. They need hands-on, physical experiences with engines and technology to get interested and build their passion. And they need to meet industry mentors, brands and employers in order to have insight as to what the career offers. TechForce coordinates free, local, hands-on experiences for students to meet mentors & employers, build their network and explore the profession.

- Driven to Care Student Experiences, WI, IL, TX
- UTI – Southwest mobile tour with TechForce Ford GT & Honda Civic
- Carmax – Mission Tomorrow, VA
- Shell – Pennzoil 150 at the Brickyard Student Race Day, IN
- CRC – Brakleen 150 NASCAR Student Race Day, PA
- Mecum – Restoration expert Q&A live streams from CA, FL, TN, TX

“It was such a great experience... definitely the best I’ve ever had. Experiencing the behind-the-scenes at Road America, being exposed to all of the vehicles and people was amazing. Everyone was nice, helpful, and ready to answer any and all of my questions. I am interested in doing something with aftermarket products and speaking with people at Road America opened my eyes to so many more opportunities available in the aftermarket arena. After attending this event, I am even more excited about my future and the options that are available to me. Thank you so much for letting me be a part of this.”

— Joseph C.

“It was a great experience to be able to get a look inside the vintage auto and auction worlds. This is the kind of experience and information that is not readily available in tech school so being able to see it in action and speak with the professionals was really important to me. This experience wasn’t just a tour; you were able to meet people like Bruce Meyer and ask questions about how the auction works and the business side of things which is really beneficial information for my future. This entire experience definitely opened my eyes to what I can do in the vintage side of the business. This was something above and beyond my current education that really opened my eyes to the vintage and high-end automotive career path. I want to be well versed in this industry. Knowledge and skills are the keys to being successful. It was a real pleasure to meet and be able to talk with Lisa Weinberger and see how much she really cares about this industry. It’s an experience that I’ll always hold dear to my heart.”

— Keishawn S.
DONOR SPOTLIGHT: 
LISA WEINBERGER, 
Footprints Foundation/Driven to Care

To honor her late husband John Weinberger’s automotive career and passion for vintage racing, Lisa Weinberger established Driven to Care, a program of the Footprints Foundation, to provide scholarships for students pursuing an education in automotive service and repair, automotive engineering, vintage restoration, and dealership management. Beyond scholarships, Lisa wanted students to have hands-on experiences with automotive and vintage, so she earmarked funds to support “student experiences” that provide free tickets, VIP access and introductions to races, auto clubs, rallies and employers’ shops across the U.S.

Lisa selected TechForce Foundation to administer the Driven to Care scholarships and student experiences, and is elated with the partnership.

“Thank you, TechForce, for administering my funds,” Lisa says, “because without you, I couldn’t do the volume of scholarships and student experiences that I’m currently doing. It’s such a beautiful collaboration.”

Lisa’s long-term goal is to keep growing the program organically and to personally mentor students to follow their passions and seek a rewarding career in the automotive industry. “Working together with TechForce allows these kids to manifest their dream. We only make a small dent in the world with what we do at Driven to Care. I believe we need to get others in the industry to realize if they need technicians (which they do), they need to be invested in the solution. My husband, John used to say ‘you measure success in smiles.’ My goal is to make the students and employers smile by connecting them.”

Watch Lisa’s personal testimonial. techforce.org/lisa

“I was very fortunate to have this amazing opportunity to experience the Autobahn Country Club. Being able to be a part of the TechForce Driven to Care event was so exciting and an incredible opportunity to see inside that world. I was able to meet so many different people that are involved in automotive and learn what other potential careers are available in the industry that I didn’t know about. Having these experiences available to kids that love cars really helps fuel their passion even more.”

— Alberto A.
Robert says, “Growing up in Southern California I have always been surrounded by the motorcycle lifestyle. As long as I can remember I have been enthralled with the sight and sound of a pack of motorcycles roaring down the highway. I have always dreamt of working for and being part of the Harley Davidson family but never had the courage to step out of the security of the 9 to 5 corporate job market. The thought of furthering my education and sacrificing my full-time job as a result has always been very intimidating to me so I stayed in the job field I had grown in since my early 20’s. Fast forward to my early 40’s and a devastating accident that almost took my life has made me have a huge change of heart about my career and life path. That experience gave me a reality check about how short life can really be. It motivated me to live my life doing what I love. I can honestly say I have never been happier in my life and career path as I am since beginning my technical education. I’m very excited to start my dream job with a local Harley Davidson dealership.”

Recently, Robert hit a large pothole coming home from class while on his motorcycle that damaged his rim and tire. Robert says, “It happened just before I got off the freeway heading home after class. This pothole was huge and as a result of hitting it, my front rim bent and popped the front tire. I am very thankful that I was able to control the motorcycle and did not crash causing more damage or even an injury to myself. My motorcycle is my only means of transportation to school and work.”

A small accident like that can be catastrophic if you can’t afford to fix it. Robert was fortunate to receive the UTI Scholarship Education Support — Life Happens grant to make it possible for Robert to repair his motorcycle and finish his technical education.
The Care2Share program solely supports the UTI Campus Pantry and On-The-Spot Emergency Grants. When students are in a crisis situation that may force them to leave school, Care2Share can make an immediate impact on their situation. Care2Share is funded by donations from UTI and its employees and 100% of all donations go directly to students in crisis. UTI employees are invested in their students’ education wanting them to succeed and so they give generously to help make that happen while seeing their impact first-hand.

2021 was a busy year for Care2Share. TechForce released $28,255 in funds for the Care2Share Food Pantries and On-The-Spot Emergency Grants. Helping over 145 students in need on nine campuses. We expect to see an increase in student needs in 2022 because of the rising cost of gas, food, goods, and services. These grants available through Care2Share could be the difference between a student staying in school or leaving.

Throughout 2021, the UTI Houston campus has given out over $3,000 in On-The-Spot Emergency Grants for car repairs, living expenses, gas, and groceries. Over at the MMI Phoenix campus, they have given out over $10,000 in On-The-Spot Emergency Grants to help students with transportation, food, car repairs, living expenses, and more. The Orlando UTI campus gave out almost $3,000 to students in need helping with gas, housing expenses, food, and vehicle repairs. The UTI Rancho Cucamonga campus gave over $1,200 in On-The-Spot Emergency Grants for gas, housing, food, and living expense needs. The UTI Long Beach campus has given out more than $1,800 to students with emergency needs. And finally, the Orlando MMI campus has given out over $1500 in On-The-Spot Emergency Grants to students in need.

Also, the Care2Share on-site campus pantries have helped hundreds of students throughout 2021 from becoming food insecure. Campus pantries are stocked with non-perishable food items and toiletries that are available to students at any time.

The support of the Care2Share program by UTI and its employees’ matters and is making a difference in their students’ lives. As food, gas, and goods prices rise, so will the students’ needs for on-the-spot relief. If you would like to donate to this program, please email us at asap@techforce.org. 100% of every dollar donated goes directly to students in need and none of the money is ever used from these individual contributions to pay for overhead, operations, or costs-of-doing business. It’s all restricted directly to these student emergency-relief funds. The Care2Share program gives students the fuel to reach the finish line - Graduation and their future career!
Brennen says, “Since I was a little girl, I’ve always really enjoyed working with my hands and I knew I wanted to be a technician. I look forward to learning everything I can and being able to move up the ranks of master technician. My ultimate goal is to one day own my own shop and getting certified is going to help tremendously with those plans.”

Balancing being a single mother, working and going to school can prove to be very challenging. Brennen says, “I’m always feeling like I have to prove and push myself further than everyone else because I am a female in a male dominated industry. I’d like to change the way women feel about having a career in the industry and make it easier for them to pursue their dreams. I am dedicated to reaching my goals. I keep my head up, practice, study and take any experience I can to perfect my craft. Being in school for something I am passionate about has made me more confident and not afraid to work in the industry. I want my daughter to know that she can be anything she wants to be without any fears.”

Brennen understands how important it is to be involved and give back to her community. Every Thanksgiving and Christmas holiday season she makes sure to volunteer at a local homeless shelter.

Being a single mom, Brennen cannot live on campus and must reside outside of school. Paying for rent and school expenses makes it difficult for Brennen to make ends meet. The John & Bernadette Heenan Veterans at Work Fund helps make it possible for Brennen to pay for her technical education and living expenses.
“We value career and technical education options as a viable way for students to pursue rewarding careers that are in very high-demand. Pursuing a standard bachelor’s degree and racking up debt for someone that is just not wired to sit behind a desk has put many on the wrong path, not to success but to disappointment instead. We support technical and career education because we want to be part of the solution. TechForce Foundation does an excellent job of encouraging and supporting students who are considering these types of careers.”

John & Bernadette Heenan
## OUR 2021 DONORS

### $250,000+ Annually
- Ford Motor Company
- General Motors
- Penske Truck Leasing Co., L.P.
- Universal Technical Institute

### $100,000+ Annually
- Advance Auto Parts
- CRC Industries, Inc.
- Snap-on Industrial
- The Brzoñnowski Family Fund
- The Footprints Foundation

### $50,000+ Annually
- Autoshop Solutions
- AutoZone
- Axalta Coating Systems
- CarMax, Inc.
- Cengage
- Daimler Trucks North America
- Diane and Bruce Halle Foundation
- FedEx Freight Corporation
- Penske Foundation Inc.
- VOLVO Car USA LLC

### $20,000+ Annually
- David W. Ellis
- Enterprise Holdings Foundation

John & Bernadette Heenan
- Mighty Auto Parts
- Shell Lubricants
- Sunstate Equipment
- University of the Aftermarket Foundation
- WD-40

### $10,000+ Annually
- Bridgestone Retail Operations
- Christian Brothers Automotive Foundation
- Justin E. Beutel Memorial
- Kim & Chris McWaters
- Leao-Martin Family
- NGK Spark Plugs USA Inc.
- Steven DeMarzio
- Sunstate Equipment Foundation

### $1,000+ Annually
- Advanced Remarketing Services
- America’s Best Local Charities
- Angie Babin
- Anthony Sciarra
- Barrett Crane
- Canteen Vending Services
- Division/Compass Group
- Chris Blanchette
- David, Brian & Kevin Reid Fund
- Denise Kingstrom Fernandez

### $250+ Annually
- Admirals Hockey Club
- Elk Grove Vet Specialty and Emergency
- Kathy and Sam DiBiase
- Mark Flamand
- Barry Fodor
- Kathryn Garner
- William & Patricia Gruber
- John Hennessey
- Hoegner Productions
- William & Michelle Johnson
- Mark Jones
- Cindy and Gary Winemaster

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**National Association Partners**

- American Rental Association (ARA)
- ASE Education Foundation
- ASE Training Managers Council (ATMC)
- Association for Career & Technical Education (ACTE)
- Association for Uncrewed Vehicle Systems (AUVSI)
- Automotive Communications Council
- Automotive Maintenance & Repair Association (AMRA)
- Automotive Service Association (ASA)
- Automotive Service Excellence (ASE)
- Auto Care Association/Women in Auto Care
- Center for Advanced Automotive Technology (CAAT)
- Center for Automotive Diversity, Equity & Inclusion (CADIA)
- Collision Repair Education Foundation (CREF)
- Coordinating Committee for Automotive Repair (CCAR)
- Fresh Start Women’s Foundation
- Marine Retailers Association of the Americas (MRAA)
- Minnesota State Transportation Center of Excellence
- National Association of Automobile Clubs of Canada (NAACC)
- National Automotive Service Task Force (NASTF)
- National Coalition of Certification Centers (NC3)
- National Center for Autonomous Technologies (NCAT)
- RPM Foundation
- SkillsUSA
- Sportscar Vintage Racing Association (SVRA)
- STEAM Sports Foundation
- Technology & Maintenance Council of the American Trucking Association (TMC)
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## Celebrity Ambassadors

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Steve Johnson / Steve Johnson Racing

## Special Collaborators

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Greg Nell, Airpark Restoration  
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Suzie Wong, Desert Car Care  
Trainers Warehouse  
Wayne Carini

### 2021 BOARD OF DIRECTORS

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**Chris Blanchette** | **Chairman/President**  
VP Strategic Store Operations, Advance Auto Parts (North Carolina)

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CEO, TechForce Foundation (Arizona)

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Executive Director of Finance – Retail Operations, Bridgestone (Tennessee)

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**John Heenan** | **Director**  
Owner/CEO, Ten November Management (Pennsylvania)
MISSION

To champion all students to and through their education and into careers as professional technicians.

VISION

We harness the collective resources of the transportation industry to develop tomorrow’s diverse workforce of qualified technicians by: Increasing awareness and enthusiasm for the profession; Providing resources to help access quality education for those with financial need; Connecting future techs and industry through mentorship and career development opportunities.