GREEN BAY, WI (June 17, 2019) Northeast Wisconsin Technical College (NWTC) and Green Bay based heavy equipment maintenance solutions provider, Master Fleet were recently awarded a Workforce Advancement Training (WAT) grant.

These competitive WAT grants provide funds from the Wisconsin Technical College System (WTCS). They are aimed at developing workers, improving productivity and competitiveness and expanding the partnerships between Wisconsin’s technical colleges and businesses.

Grants are awarded to upgrade the skills and productivity of employees of established businesses operating in Wisconsin, with the additional objective of supporting regional workforce and economic development efforts. Training under these grants focus on occupational skills, but can include a combination of occupational, academic and employability topics or courses.

Master Fleet was awarded the grant as part of a Small Business Leadership Development Consortium. The workplace demographic is changing, and many businesses are realizing the challenge presented as knowledgeable leaders are retiring. Younger employees are having to take on more without official leadership training or experience. This grant will begin to provide a solution to this challenge.

President of Master Fleet, George Grossardt recognizes the positive impact this grant will have on employees and customers. “We are honored to be a recipient of the WAT grant. We know that training and development is a key to attracting and retaining talent. Our customers’ needs are continually changing as heavy equipment becomes more specialized and electronic. These funds will help us continue to invest in our future by enabling a great learning experience for our employees.”

Master Fleet will be working closely with the Corporate Training & Economic Development (CTED) department at NWTC to customize a Leadership Development Program for their employees. They will be sending 12 employees though the program which will focus on the topics of strategic planning, employee engagement, service leadership, and team development.

The training will provide a total of 25 hours of learning and will take place between now and June 30, 2020.

ABOUT MASTER FLEET: Master Fleet has been in business over 35 years and is a heavy equipment maintenance solutions provider. Our origins can be traced back to Fox Midwest which was a Green Bay, WI based regional carrier. Over time, Master Fleet separated from Fox Midwest and began doing business as a stand-alone, for-hire trucking maintenance provider. From these humble roots, Master Fleet has evolved to a maintenance service provider that has a tremendous set of capabilities.
Anyone that is involved in transportation and logistics knows that keeping equipment on the road generating revenue is the key to success. As equipment has become more sophisticated and varied, the need to have knowledgeable technicians, varied capabilities and capacity to do work is vital. We pride ourselves in our ability to understand the varied needs of our trucking and logistics customers, providing them the data, communication and maintenance expertise that allows them to focus on the daily task of keeping goods moving. We see our mission as helping to move America’s freight by keeping down time to a minimum.