

Mid-State Truck Service Company Story



Back on April 1st, 1955, Frank Vandehey, who initially thought he would be a Veterinarian, was hired as an Office Manager for a farm equipment and truck dealer called International Harvester in Wausau, formerly located on Stewart Avenue. As an Office Manager, he knew the only way to advance within the company was to actually get to understand the truck business itself, and that is when his passion of trucks began.

On September 1st, 1965, Frank Vandehey; along with business partners Ruben Hilliker, Fritz Lau & Raymond Specht, officially became an authorized dealer for GMC and International Trucks in Marshfield, located on 4th Street. Shortly thereafter, one of Frank's first bold initiatives was to set up a truck leasing operation that today has become Idealease of Central Wisconsin. Another great initiative was when he acquired a school bus franchise to sell school buses throughout the entire state of the Wisconsin. Both initiatives would prove to be brilliant marketing strategies that continue to pay major dividends today. By the end of Frank's 1st year in business, he had 12 employees and \$1.4 million in sales.



The Original Mid-State Truck Service facility located on 4th Street in Marshfield, WI

In 1969, with the intentions to expand the business, Frank and his business partners began researching the opportunity to buy land. A few years later, in 1971, land located within the current Marshfield Business Park was purchased; this land was strategically located along a proposed highway bypass, currently WI-13 and US-10. In 1972, Mid-State Truck Service built a brand new 29,000 sq./ft. truck and bus dealership and a full-service and parts center. Shortly thereafter, in order to facilitate the new expansion, staff was increased to over 28 employees.



The Ribbon Cutting Ceremony at the new Marshfield facility on East 29th Street

Despite struggling during the 1980's recession, Mid-State was able to bounce back and continue regaining financial growth. In 1985, the company was able to renovate and upgrade their facility. The entire floor plan was reorganized, allowing for more office space and an enclosed Parts department. The facility was then able to house 59 employees comfortably. Then in 1986, Mid-State acquired Point Truck Sales and three years later built another new International Truck dealership and full-service center in Plover. In 1987, Mid-State once again expanded its footprint and opened a full-service and parts center in Wisconsin Rapids. By 1988, Frank was able to buy-



The 1985 dealership renovation and upgrade at the Marshfield facility

out his previous three partners and became sole owner. At this time, the Mid-State organization now employed 84 people. The company's' growth during this period was a direct result of staying true to the basic business values which had served the company well for the previous 20 years.

In 1990, Mid-State Truck Service earned the "Firm of the Year" honors from the Marshfield Chamber of Commerce for its good corporate citizenship and extensive community involvement. Shortly thereafter, in 1993, Mid-State Truck was recognized nationally for the first time with Navistar's "Circle of Excellence" award, an honor extended to only 45 of more than 700 such dealers in the U.S. and Canada. Mid-State has earned the same award 14 times since then. In addition to those recognized accomplishments, they have also received the Navistar and International Harvester "Dealer Service Awards" for 41 years in a row. And, Idealease of Central Wisconsin has received the prestigious "Idealgold" award for 13 years, a recognition for operating excellence.



"Firm of the Year", "Idealgold" and "Circle of Excellence" honors



In 1999, after 34 years as General Manager and President of Mid-State Truck Service, Frank Vandehey retired, passing along his leadership and successful business skills, as well as company ownership to his three sons; Jon, Tom and Bill Vandehey, and son-in-law; Tim Federwitz. Throughout his tenure, Frank demonstrated great leadership, vision and innovation—expanding the company's' customer base by offering multiple truck and bus options, as well as continuously improving his service operations.

In 2006, forty-one years later, the company's second generation of family ownership, had the foresight and courage to follow in Frank's footsteps and expand the business further. They returned to Wausau to acquire the assets of the former Northwest International truck dealership on Stewart Avenue in Wausau, which also included dealerships in Abbotsford, Chippewa Falls and Eau Claire, more recently known as Mid-State International Trucks of WI. With work on the new Hwy 51/29 Interchange in Wausau being underway at the time of the acquisition, the Wausau building had to be torn down. But, by Mid-State already having established relationships in that area; which stemmed from their Marshfield location, it helped make the decision to continue investing in the Wausau community and those relationships easy. They quickly found an ideal piece of land in the Wausau West Business and Industrial Park and immediately began construction of another state-of-the-art 30,000 sq./ft. truck dealership and full-service and parts center. Amazingly, they were able to design, construct, and open the facility in just seven months!

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BUSINESS

Mid-State expands to Wausau

In New Wausau
Business News

By Jeff, a Marshfield company hopes to be serving the area's heavy-duty trucking needs from a new, high-profile location on Wausau's west side.

Mid-State Truck Service Inc. has begun construction of a 28,000-square-foot International Truck and Engine dealership, specializing in heavy-duty and medium truck sales, leases and service. The business, in the Wausau West Business and Industrial Park, will service all makes and models of trucks. The site is off of Highway 29 west of I-90, between 41st and 42nd Sts.

The 41-year-old company is buying the assets of Northwest International at 2000 Stewart St., Wausau, from International Truck and Engine Corp. That building will be torn down later this summer as part of the Highway 51/29 reconstruction project and the new building will take its place, said Tom Vandehey, a member of the company who will be the general manager of the Wausau operation.

The company will operate out of its current location to serve customers until the new building is ready. Management is planning for a mid-July opening. "We want to establish our new

Mid-State Truck Service Inc. has begun construction on a new 28,000-square-foot International Truck and Engine dealership and service center.

About Mid-State Truck Service Inc.

Headquarters: Highway 53 South and East 25th St., Marshfield; additional locations in Rhine and Wisconsin Rapids.

Founded: 1965.

Type of business: Heavy-duty truck sales and service.

Owners: Tom Vandehey, Jon Vandehey and Tim Federwitz.

Sales in 2005: More than \$100 million.

Employees: More than 100 employees, with about 40 at the Wausau location.

Something you should know: International Truck and Engine Corp. has contracted with Mid-State to manage additional dealerships in Eau Claire, Abbotsford, Monroeville, Chippewa Falls and Shawano, Wis. Those dealerships, Mid-State will have more than 200 employees. The company has the right of first refusal to purchase the dealership, if it chooses.

2006 News article featuring Mid-state Trucks' expansion into the Wausau community

Ultimately, the decision to continue investing in the Wausau area was a good one, as that investment has contributed to being a major player that helped the company survive and prosper during the recent, difficult economic cycle.

In 2013, Mid-State announced the addition of the Isuzu commercial truck product line to their Wausau dealership. The full-service dealership could now support new Isuzu commercial truck sales, service & warranty, parts and leasing & rental. Adding this product offering to their existing line-up helped to reinforce the commitment that Mid-State has to meeting its customer's needs. During that same year, Jon and Tom Vandehey announced that Mid-State would soon merge their Eau Claire & Chippewa Falls, locations. The brothers decided that in order to better service their committed customer base and allow for continued growth within that market, the need for another new "state-of-the-art" facility was a must. Site work began later that fall and the new 36,000 sq/ft facility and was fully operational by early September of 2014. This facility is located on the diamond interchange of US/53 and Melby Road in Chippewa Falls.



September 2014, Grand Opening Celebration at the new Chippewa Falls Dealership

In the fall of 2014, Mid-State Truck Service announced that all six of their locations would now share the same name of Mid-State Truck Service, Inc. Prior to this change, only their locations in Marshfield, Plover and Wisconsin Rapids shared this name, and the locations in Chippewa Falls, Abbotsford and Wausau were known as Mid-State International Trucks of Wisconsin. This change would not only simplify things on paper, but also reiterate that Mid-State Truck Service is one team working together to provide superior products and services to their committed customer base throughout Wisconsin.

Today, Mid-State Truck Service; still in its second generation of family ownership, continues to thrive with six locations in Central and Western Wisconsin. They continue to provide outstanding maintenance service, a comprehensive line of medium, heavy, and severe-duty



Abbotsford, WI Facility



Chippewa Falls, WI Facility



Marshfield, WI Facility



Plover, WI Facility



Wausau, WI Facility



Wisconsin Rapids, WI Facility

trucks, school and commercial buses and innovative, affordable leasing options to businesses that depend on their vehicles to deliver their goods and services. They also regularly invest in new equipment, as well as the latest training opportunities for their employees, especially technicians; technician training investments continue to pay off as they are often recognized for being top in the nation. Overall, the company's foresight, innovative efforts and extensive services helps to ensure their strong presence within the markets they serve.

Since becoming sole owners of the family business, Jon and Tom Vandehey have continued to carry on the company legacy that their father had modeled by continuing to focus on building strong customer relationships. Both have recognized that in order to maintain outstanding relationships, as well as ensure their markets needs for commercial trucks are well served they needed to attain a deeper involvement within the International Truck organization. Jon Vandehey was elected to International Trucks' Dealer Council in 2007 and served as Chairman of the Sales and Marketing Board. Jon also participated in a two-year Management Systems program hosted by the UCLA School of Business management. Tom Vandehey has served on the Board of Directors for Idealease of North America since 2000; with 420 locations in all, and has served as Chairman and Vice Chairman as well. Their direct involvement enables them to bring in industry representatives to meet one-on-one with local business owners, as well as partner with local businesses to develop customized trucks to fit unique applications. In addition, they; as well as their employees, are active leaders, members and supporters of many outstanding charitable organizations within the markets they serve. All these actions combined, ultimately helps provide Mid-State with the best practices and strategies it needs in order to continue thriving.

Mid-State currently employs over 225 throughout its entire organization, and their average employee tenure is 14 years; a testimony in it-self to the way management treats its most valuable resource. The company's ownership has always followed a simple philosophy for managing human resources: They hire good people, invest in them with the training and tools necessary to succeed and then get out of their way by giving them the latitude to make the decisions that get the job done. This philosophy has been a major key to their company's overall success.



Jon & Tom pictured with Navistar Representatives



In 2014, Mid-State donated a brand new wheelchair accessible van to the Chippewa Valley non-profit organization Chippewa River Industries in efforts to help aid in their transportation needs.



Frank, and son Tom Vandehey, honor the 40 yr. anniversary of long-term employee, Tom Wisniewski.

Whether it has been a 1st or 40th year, the Vandehey's have always enjoyed celebrating and recognizing their employee's commitment and dedication to service. Employees that have reached their 5th year of service receive a personalized commemorative plaque in addition to having their name added to the Employee Perpetual Boards at their store and the company-wide board located in Marshfield.

Looking back, the company's 50-yr journey truly started as a result of Frank Vandehey's persistence, the love of trucks and life circumstances. For Frank, and most recently his two sons, the journey wasn't always easy. But, due to Frank's assertiveness and strategic business approach taken early on, and then pure commitment and undying dedication to follow, the company has been able to weather the downturns and continue increasing its growth. As a result, Mid-State has grown volumes over 100 fold – from 1.4 Million in 1965 to now over 150 million annually.



The Vandehey's pose for a family portrait with Governor Scott Walker
Pictured left to right: Frank, Tom, Governor Scott Walker, Pat & Jon



Mid-State fosters a culture that embraces family-oriented values and work to provide the best market experience in all departments and locations. We are as committed to our customer's businesses as we are our own. We focus on the following six values and apply them to everything we do.

Teamwork

We're all working together to enhance the customer experience.

Professionalism

We are the industry's professionals.

Performance

We perform every day for our customers, our shareholders, and each other.

Innovation

We provide the best solutions to our customer's needs.

Pride

We're proud of who we are and what we do.

Community

We are valuable and responsible members of our community and our world.