

JUNE 12, 2025

Networking with GST Michigan Works! Big Win for the LaFontaine Automotive Group

In the summer of 2023, a GST Michigan Works! Business Solutions Professional reached out to an old college friend who is the General Manager at LaFontaine Automotive Group in Genesee County. It was a great opportunity to find out how GST Michigan Works! could help the company, particularly with the Going PRO Talent Fund (GPTF) getting ready to start a new funding cycle. They arranged to meet so they could further discuss a future partnership. The GPTF could be a great tool in training and upskilling their current and future employees.

The LaFontaine Automotive Group applied and received Going PRO Talent Fund FY24 Cycle 1 funding for 32 of their dealerships throughout the State of Michigan. LaFontaine knocked it out of the park and trained 202 incumbent employees and 108 new hires throughout 2024.

GST Michigan Works! delivered a check for $391,198.44 for reimbursement of the trainings that the LaFontaine Automotive Group had completed for their FY24 Cycle 1 Going PRO Talent Fund award.

“At LaFontaine Automotive Group, we are committed to investing in our team members and providing them with the tools and training needed to grow and succeed in their careers. Partnering with GST Michigan Works!, the Going PRO Program has been an invaluable resource in helping us achieve this goal.

Through this program, we have been able to provide essential training for new hires and existing employees across various departments, including Technicians, Variable Managers, Sales, and Office staff. The reimbursement of training costs allows us to continue developing our workforce while reinforcing our commitment to excellence.

In 2024, we were honored to receive $391,198.44 in training reimbursement funds, a testament to the impact and effectiveness of this program. We sincerely appreciate the support from GST Michigan Works! and the Going PRO Program, which enables us to enhance the skills of our employees and provide exceptional service to our customers.

Thank you to GST Michigan Works! for their continued partnership and dedication to workforce development. We look forward to further collaboration in the years ahead!”

Ryan LaFontaine, Owner