DRIVING RESULTS
GLOBAL TRANSPORTATION PEER GROUPS

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Going GLOBAL

A group of companies ready to open new doors to the world.

Presented By:

Arthur Messina - *Managing Director*
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OUR MISSION

Going GLOBAL

Going Global is a group of ground transportation companies who are ready to expand their services around the globe. A group of companies who are ready to offer their clients safe, reliable solutions to their ground transportation needs.
A group of companies who are eager to reap the benefits of saying, "Yes! We can take you there", to their traveling clients. A group of companies who are ready to increase profits by creating partnerships worldwide. A group of companies ready to stretch beyond their own borders.

BIOGRAPHY

Going GLOBAL

ARTHUR MESSINA

Managing Director

For over 30 years, Arthur Messina, Founder and President of Create-A-Card, Inc, has been successfully running his Marketing and Printing company, almost exclusively to the chauffeured transportation industry. It has evolved from a specialized printing company in 1986 into what is, today, the industry's leading full-service marketing strategy and solutions provider. Mr. Messina has taken a leadership position in Chauffeured ground transportation, and as a featured speaker at many industry events – including national, international, and regional association programs – and as a published author, has built a reputation as an industry innovator and the preferred partner for marketing leading transportation companies. Year after year, Messina's work wins an outstanding number of industry awards and LCT Magazine also tagged him as a "Marketing Guru".

In 2012, Driving Results was founded as the result of many clients asking for a platform to discuss their businesses, brain storm, share best practices and network with other companies in a small group atmosphere. Mr Messina put together several groups to fulfill this need and presently has over to 75 members in his various groups. Mr. Messina facilitates these meetings as Managing Director, based on the premises of his 3 principal values... Build relationships, Earn trust & Create business. He is known to be the glue that keeps everyone together.

Mr. Messina is an innovator, constantly bringing new ideas to the table for his clients. He brought the first Webinar to the industry in 2009, and distributes a yearly affiliate and marketing calendar since 2010, with many important industry dates and events.

Mr. Messina also gives back to the industry by holding the position as Advisory Board member with the Minority Limousine Association of America (MLOA). He also served as a Vendor member from 2008 to 2012 on the National Limousine Association board (NLA), to offer his expertise in the field of Marketing and Advertising. This was a non-paid position and volunteered his time to this Association.

Mr. Messina is an affable, focused businessman who brings a unique, and entertaining perspective to chauffeured ground transportation marketing. He enjoys creating relationships with his clients, helping them market their companies to its fullest potential and forming many friendships along the way. He has been married for 30 years and during his free time, Arthur enjoys playing golf, skiing, traveling, and watching his children enjoy their various interests.

COURSE OF ACTION

Going GLOBAL

Are you responsible for growing your affiliate program? Are you looking to increase profits, while providing services to your clients outside of your area? Are you looking to increase inbound work from operators outside? If you answered yes to these questions, then Going Global is for you!

Going Global will meet three times per year in various locations around the country. This group will focus on creating or expanding your affiliate network. The value of Going Global is that you will meet in a more intimate setting that will lend itself to an environment that is conducive to learning and creating stronger, cohesive relationships with your peer companies. As a result, your clients will have peace of mind that by using your company you have made the investment into their safety, security and comfort, whenever and wherever they travel. Members of Going Global will have the opportunity to network and learn how to maintain a healthy profit margin with farm in and farm-out work and gain a good understanding of doing business outside of your area. Going Global is beneficial to both companies who have existing affiliate programs and those who are just starting out. Whether you are an owner or an affiliate manager, Going Global will take you where you want to be!

Each meeting we will:

- ☑ Conduct round tables sharing best practices on specific topics that will help you to grow your affiliate business.
- ☑ Help you to have a better understanding of the marketplace outside of your location.
- ☑ Give you a good understanding of how to do business in other countries.
- ☑ Give you an opportunity to network with other companies who have successfully built their affiliate program and gained significant returns on their investments.
- ☑ Invite subject matter experts to help us focus on challenges you face.
- ☑ Teach you how to sell this invaluable service to your clients.
- ☑ Board of Directors

During these meetings:

- ☑ We will invite guest speakers when applicable.
- ☑ The group will consist of 15-20 men and women, who are either owners of a ground transportation company, or an affiliate manager.
- ☑ Each of these members must commit to attending all three meetings.
- ☑ Substitute attendees will not be permitted.

The profile of our members is similar in that they are:

- ☑ True leaders
- ☑ Risk takers
- ☑ Forward thinkers
- ☑ Mentors
- ☑ Learners

Our members will make a commitment to contribute to these meetings on an annual basis. (Meetings held three times a year.)

- ☑ Our team will be responsible for making each meeting a success.
- ☑ We will arrange meeting places.
- ☑ We will create agendas based on the feedback from the members.
- ☑ We will invite guest speakers (when applicable).
- ☑ We will work to provide best in class meetings within budgetary commitments.
- ☑ We will develop training schedules.
- ☑ We will negotiate with travel vendors.
- ☑ Our Team will provide best in class training in subject matters.
- ☑ Our Team will listen to its' members.

BECOME A MEMBER

Going GLOBAL

Each prospective member will be required to fill out a brief questionnaire. It will include basic information about you and your company. We will ask that you submit a brief explanation of why you would like to be part of this elite group of men and women and how you feel your membership will contribute to the group.

Each member company must be willing to provide transportation to members during the visit to their locality for a site visit.

Each prospective member will have to sign a confidentiality agreement, (a mutual NDA), to ensure confidentiality of:

1. Our meeting content
2. Any corporate information you share
3. Group integrity

The cost entry into the group will be:

☑ $600 per meeting (1 year to be paid in full, $1,800 upon entering into group)

☑ All travel expenses for speakers, trainers and facilitators to be split amongst group members**
☑ All dinners, lunches and team building exercises to be split by the group members**
☑ All lodging and incidentals associated with such will be paid for by each member***
☑ Meeting rooms and expenses will be split by members
☑ Transportation costs, (if any) will be split amongst members****

All travel by Driving Results and/or group hosts will be at the lowest logical airfare and reasonable lodging rates.
**Will be billed upon completion of meeting
***Driving Results will make every attempt to negotiate a rate with the respective hotel
****Will be prepaid by Driving Results and will be billed upon completion of meeting

All outstanding invoices after meeting must be paid within 14 days of receipt.