



www.DrivingResults.org
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A group of professionals who are paving the way of the future in ground transportation.



Presented By:

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“ *Wheels in Motion is a group of ground transportation professionals looking to take their company into the future. A group of professionals who are willing to let go of the past and move into the future with the confidence and knowledge they need to succeed. A group of professionals who are not afraid to step outside of their box and explore new ways of doing business, in order to reach new heights. A group of professionals who are ready to learn, to partner, and take that next step that will take their companies to new and exciting places. A group of professionals who are ready to put their wheels in motion to come up with dynamic solutions that will lead them into the future.* ”



BIOGRAPHY



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.



JIM LUFF
Facilitator

Jim Luff is well known in the ground transportation industry as an operator, a feature writer for LCT Magazine and a consultant to many small operators across the nation. He joined the industry in 1990 as a private chauffeur and in 1993 began a 23-year career as the CEO and managing partner of Limousine Scene in Bakersfield,

Calif. During that time, he grew the business from a 4-car operation with eight employees to a 32-car operation with eighty-two employees. Along the way, Jim picked up accounts like Chevron, Shell Oil, Dole Fresh Fruit and other Fortune 500 companies. He forged partnerships with every local music venue and promoter in the area along with every major hotel, every travel agent and funeral director and more importantly, through civic involvement he made friends with the media, politicians and the business community helping grow the business to a 24/7 household name operation. Jim has been the recipient of many community awards such as Humanitarian of The Year, Lancer's Outstanding Safety Award as well as receiving the coveted LCT Magazine, Operator of the Year award. Jim recently retired from the daily operations of the company but remains involved in the company.

As Driving Results continues to expand the education and services offered to its educational groups, Jim will provide valuable insight from his 25 years of industry experience. The two owners groups, Spinning Wheels and the Wheels in Motion will benefit by the knowledge he brings to the table in the quest to help members successfully grow their businesses to the next level. Members of our groups are willing to step outside the box and do things differently. Jim has always operated outside of the box, getting brand new cars without paying for them, eliminating mandatory gratuities and refusing to wait 60-days for big networks to pay him – without losing their business!

COURSE OF ACTION



will meet 3 times a year in various locations. These meetings will be at a place where the members will get together and collaborate. Each meeting we will:

- ✓ Conduct round tables sharing best practices on specific topics that have a direct effect on our marketplace.
- ✓ Invite subject matter experts to help you focus on challenges you face.
- ✓ Have training sessions on various topics including:
 - a. Customer Service
 - b. Technology
 - c. Operations
 - d. Globalization
 - e. Marketing
 - f. Sales
 - g. Account Management
 - h. Financing
 - i. Social media
 - j. Networking
- ✓ Guest speakers will be invited when possible.

The group will consist of 15 men and women, who either own a ground transportation company or who are designated by the owner of the company as a representative. This group is specific to companies with under gross 2.5 million dollars in sales. Each of these members must commit to attending each meeting. Substitute attendees will not be permitted.

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

- ✓ True leaders
- ✓ Risk takers
- ✓ Forward thinkers
- ✓ Learners
- ✓ Looking to grow your business

Our members will make a commitment to contribute to these meetings on an annual basis. (Meetings held 3 times a year.)

Driving Results 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.
- ✓ 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.

Only one member from a specific geographic location will be permitted to join this group.

BECOME A MEMBER



Each prospective member will be required to fill out an application. 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 prospective member will have to sign a confidentiality agreement, (a mutual NDA), to ensure confidentiality of:

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

The cost entry into the group will be:

- ✓ \$750 per meeting (1 year to be paid in full, \$2,250 upon entering into group)
- ✓ All travel expenses for speakers, trainers and facilitators to be split amongst group members**

- ✓ All dinners, lunches and previously agreed on extra curricular activities 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**

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.