



www.DrivingResults.org
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The **W·H·E·E·L·S** Group

WE HELP EMPOWER & EDUCATE LIVERY SERVICES



Presented By:

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HOME

OUR MISSION

BIOGRAPHY

COURSE OF ACTION

BECOMING A MEMBER

OUR MISSION

The W·H·E·E·L·S Group

“ *The Wheels Group 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

The **W·H·E·E·L·S** Group



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.

GUEST CO-FACILITATORS

Guest Co-Facilitators will be joining the group throughout the 3 meetings.

COURSE OF ACTION



The **W·H·E·E·L·S** Group

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 to 20 men and women, who either own a ground transportation company or who are designated by the owner of the company as a representative. 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



The **W·H·E·E·L·S** Group

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.